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WAR FOOD ADMINISTRATION SERIAL RECORD
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PROCEEDINGS AT THE MORNING SESSION OF THE QUARTERLY MEETING CALLED BY THE NUTRITION PROGRAM'S BRANCH TO CONSIDER THE FOOD SITUATION AND ITS RELATION TO NUTRITION PROGRAMS IN STATE, COUNTY, AND LOCAL AREAS, FOR THE SECOND QUARTER OF 1944, AT WASHINGTON, D. C., APRIL 4, 1944

M. L. WILSON (Chairman): We have a rather full agenda this morning, and we will start out, as we did 3 months ago, with the civilian supply question, and Dr. Norman Gold (Chief, Civilian Food Requirements Branch, Office of Distribution) is going to bring us up to date on civilian supply, particularly for the next 3 months.

Dr. GOLD: I believe, M. L., that everyone has a copy of the prepared outline; I shall just follow that. (See attachment.) I think you are all familiar with the way we find out what civilians are going to have. The point is, and I won't go into it in detail, representatives for civilians, like other claimants, come to the War Food Administrator and ask for their share of the food, and it is one of the War Food Administrator's responsibilities to determine what the civilians will receive, as against the claims of the military, lend-lease, and others. The determinations are "firm" for 3 months at a time, and are tentative for the following quarter. Each claimant agency is notified by the Director of Distribution as to what its share will be. When rationing is involved the Civilian Food Requirements Branch, which is the agency representing civilian claimants, notifies the Office of Price Administration of the quantities to be rationed. So far as the supply is concerned, for the 3 months beginning April 1, 1944, and even for the 9 months after this, the allocations indicate a strong position with respect to civilian supply. Possibly some of this is at the expense of the future, because we have storage problems to be met; and we are consuming annually at a rate that is higher than might be prudent if storage facilities were available to hold more of the supply for later use.

With respect to meat: We will continue through the quarter beginning April 1 at a relatively high rate of consumption, but it will be lower by about 12 percent than for the last quarter. We have been consuming at an annual rate of about 134 pounds per capita, dressed weight. That is above our pre-war rate. Canned meat, one of the forms in which we are trying to get meat conserved, will be up considerably. Canned fish supplies are very tight and will continue so during the year, although late in 1944 there is some possibility of increased supplies for civilians.

Fluid milk: Fluid milk consumption will continue at a relative high rate but no advance can be expected beyond that rate. With the quarter beginning April 1, there will be more fluid milk than there has been during the past quarter, but the policy of the War Food Administration is to hold the national fluid milk consumption rate at the same level as 1943.

There is one kind of job, M. L., on which I feel you people can help - evaporated milk is not so abundant as some people believe. There should be definite attempts to discourage its use for nonessential purposes. A number of mothers are very confused when they find that the brand the doctor prescribed is not available and they believe there is a shortage. The National Research Council has informed us that if an evaporated milk meets the Food and Drug standards it probably will be suitable for babies. An understanding of that will help mothers when they don't find their favorite brand.

Cheese: Consumption of cheese continues at its present rate of rationing, which, as you know, is lower than pre-war consumption levels. There will be no material change. Poultry supplies for the year, as a whole, will be down somewhat. For the quarter they will be up. You are going to have a special discussion on eggs, but I will just mention that eggs are very, very abundant, and I feel that you can develop a whole program around increased current use of eggs. Supplies of dried beans and peas for this current quarter are above what they were for the past year, although not materially.

Canned fruits, as all of you who consulted the rationing chart know, are scarce and will continue very scarce, even with very good crops in prospect after June. The military requirements are so high that we civilians will not have anything like an abundant supply of canned fruits. It is one of the situations in which the home canning will have to serve. Commercially canned vegetable supplies are also expected to be relatively short. During the current quarter they will be about equal to what they were last year. A number of canned vegetables have been taken off the rationing list, especially beans and peas. That does not reflect an over-all excess of canned vegetables, but simply shows that the supply of these items is not short.

Fresh fruits and vegetables will show an increase during the current quarter. There are two commodities which I offer for your special consideration. One is potatoes and the other is cabbage. There are a number of others that will appear locally abundant - this is what some people consider trouble - I insist that these are not the main food trouble spots. The fact that we have very large surpluses of eggs, potatoes, and cabbages is a wonderful position to be in during a war period. But it does cause concern to farmers, distributors, and the Government because of the difficulties that develop in marketing. I hope we will have a good discussion on how to take advantage of abundant foods. M. L. and I had a discussion and wondered whether people were encouraged or discouraged when they were told that a commodity was in abundance. Someone has said that perhaps we should tell them eggs are scarce to get them to use more eggs. I do feel that more attention should be given to the right psychological approach to the problem.

With respect to dried fruits - not usually items of great consumption during this period - we have an abundance of them and I believe they should be emphasized.

There is no particular good news in the case of butter, which I think now has reached the psychological place in the American diet that meat has had. There will be somewhat more, but everyone will not have all the butter he wants. Margarine will remain about the same during this quarter and increase somewhat over the year; although the increase in margarine will not fully offset the decline in butter. Lard is the abundant fat. Shortening is somewhat tighter.

With respect to grains, they remain relatively abundant for all food uses. Don Payne will tell you that soya flour and grits are becoming relatively available at least in all large markets.

The present storage problem has resulted in a drive to move more frozen fruits and vegetables. They appear generally in urban areas rather than rural. You can point to very large supplies of frozen foods, point free. The storage space that is freed can be used for meat, eggs, butter and other foods.

Here Dr. Gold mentioned a chart which shows a comparison of nutrients in the estimated civilian food supply 1935 to 1939, average 1943, and prospective 1944, with the National Research Council daily allowances (for food as eaten). This chart makes rough allowances for cooking losses as applied to thiamine, riboflavin, niacin, and ascorbic acid. It also shows the contribution that the enrichment of flour and bread is making to the diet. In general, this record indicates that the nutritive position of civilians has been protected and improved for a number of the essential nutrients. (See attachment.)

Mr. Wilson asked Dr. Gold to mention the school lunch program.

DR. GOLD: Ordinarily a good administrator of the school lunch program would now be drawing up plans for the 1944-45 program. It would be ideal to be going out to the schools during April, May, and June, when they are still in session, to talk to them about the program for the following year so that instead of having one million children participating at the beginning of the year and 5 million later, we could possibly start with a larger number and maintain that throughout the year. That would be the better program. I don't know what plans we are going to make. I think you know that Congress is debating the school lunch program, and thus far has not authorized a school lunch program after July 1944. There are a great many bills, and I presume there is a great deal of interest, and I hope there will be a school lunch program next year. In our statement of the Civilian Food Requirements Branch, we have included a brief statement on the school lunch program, who does what, and the relation to surpluses and nutrition. Some of you may wish to review that.

MR. WILSON: Thank you Norman, for an excellent summary of the food situation. Now we are going to hear from Mr. Hochbaum (Chief, Division of Field Coordination, Extension Service) who will talk on "How is the Victory Garden Program Going?"

MR. HOCHBAUM: The official goal of the Victory Garden Program is 22 million gardens for 1944, an increase of about 2 million over last year. In order to bring facts of the needs for this increase and to help representatives of Extension, the schools, Office of Civilian Defense, Farm Security Administration, other government agencies, as well as representatives of the trade, garden clubs, radio, press and garden magazines, to plan together for 1944, a series of regional meetings were held in 11 principal cities in January and February. Interest in these meetings was very great, and they did much to make the Victory Garden program more effective this year. It was brought out that the sought for increase must largely come from cities. There is need for better sponsorship and organization in some areas, particularly in the South. The record of 115,000 gardens in Cleveland, 125,000 in Milwaukee, 60,000 in Denver, 3 families out of every 4 in

such
Portland with a garden, over a million each in States as New York, Pennsylvania, Ohio, and Illinois, and other similar records should stimulate Victory Garden leaders elsewhere to bring up the numbers so that the goal can be reached. The radio chains, cartoonists, metropolitan press, magazines, radio commentators, are all doing as much in stimulating gardens this year as was done last year. I think we will reach the goal even though temporarily the movement has had a slight slump in interest because of the seasonal reduction on ration point values. However, Chester Bowles has said:

"Full credit is due Victory gardeners and home canners. They did a magnificent job last year."

"We hope more Victory Gardens are grown this year. The Nation will need all the food it can produce. And future ration points depend on our 1944 Victory Gardens. It will be possible to keep ration points at, or even near, present levels only if food output this year is greater than ever before, and if home canners and commercial packers top their record packs of last year."

Because of the need for food, the President said on April 1 -

"I hope every American who possibly can will grow a Victory Garden this year. We found out last year that even the small gardens helped."

"The total harvest from Victory Gardens was tremendous. It made the difference between scarcity and abundance. The Department of Agriculture surveys show that 42 percent of the fresh vegetables consumed in 1943 came from Victory Gardens. This should clearly emphasize the far-reaching importance of the Victory Garden Program."

"Because of the greatly increased demands in 1944, we will need all the food we can grow. Food still remains a first essential to winning the war. Victory Gardens are of direct benefit in helping relieve manpower, transportation and living costs, as well as the food problem. Increased food requirements for our armed forces and our Allies give every citizen an opportunity to do something toward backing up the boys at the front."

MR. WILSON: Mr. Hochbaum, is there anything you would like to say about the conference in Chicago? The essential reports of that conference will be made available to every one interested in canning, but you may want to say something especially to this group.

MR. HOCHBAUM: I should like to say that there will be a greater number of pressure cookers available than last year. But people should not be induced to can the things that they will not use. If they can only the things that lend themselves readily to canning, they will be better satisfied.

MR. WILSON: At our last meeting, Mr. Straub, Chief, Rationing Division, gave us a very fine statement about the OPA program. Mr. Straub has been kind enough to take some time out of his busy day to talk with us about new developments in the OPA Program.

MR. STRAUB: I'll just take a few minutes to dig below the surface on some of the recent actions in rationing which, at first glance, might lead you to conclude we were inconsistent. In the first place, you saw lard go down to zero point value, and at the same time you saw OPA continue to give two red points for every pound of fat turned in for salvage. But the action is explained when you take into consideration that there are two kinds of fats--edible and inedible. Under rationing we are not up to our normal consumption of edible fat. Yet, at present, we had a large amount of lard because of the supply of hogs. Taking lard off ration points gives us a little more leeway now than the theoretical 44 pounds of fats and oils allowed per person under rationing. I think you will agree that until we reach normal consumption, it is well to add all the extra edible fat to the diet that the supply will permit.

On the other hand we cannot forget the soap supply. There is a shortage of the inedible fats that go into soap making. So it does make sense to keep on giving the consumer points for bringing in these waste fats.

In processed foods we had to take a few steps which we regret because of their possible psychological effect on the Victory gardeners. However, I think the facts will easily counteract any such effect. The truth is that everything must be done to encourage all food production and preservation. At the present time commercial canners are negotiating contracts for acreage for the current season. It is OPA's policy to move each year's pack during the current pack year. Canners know by this time that we were less than 4 percent off in figuring the movement of last year's supply. In order to keep up a steady movement of goods, some canned vegetables now have low point values and others are point free. Frozen fruits and vegetables were put down to zero point value because of the need for storage space.

The military services and a good many civilians have to depend on the commercial packers for their processed foods. Actually, the indicated needs of our armed forces are such that unless we get a great deal of help from the Victory gardeners the amount of canned goods available to civilians will be a good deal less than last year.

I hope these remarks of mine have cleared up some of the apparent discrepancies in the food rationing program.

MR. WILSON: Thank you, Mr. Straub, for coming over here to be with us and for giving us such a fine talk.

Now we will hear from Miss Jessie Harris who has just returned from the field where we had conferences with all the State Nutrition Committee Chairmen. She will tell you about these conferences.

MISS HARRIS: The Community Nutrition Program has gone through a marked change within the past quarter. The field service has been entirely reorganized to function directly from Washington.

The general principle by which the nutrition committees function is that of coordinating the nutrition activities of existing agencies toward a common goal. To help with this achievement a Nutrition Planning Committee has been organized at the national level, with a membership made up of representatives from agencies that have Nation-wide field representatives, including Agricultural Extension Service, Office of Education, Public Health Service, Farm Security Administration,

Children's Bureau, Red Cross, the Bureau of Human Nutrition and Home Economics, and the Office of Distribution.

During the past quarter, the Nutrition Programs Branch conducted five conferences throughout the United States - one in each of the five regions of the Office of Distribution. Those conferences were designed to stimulate the nutrition programs in the States to the end that the war food program might be more effectively carried to every community in the entire country. These conferences also were planned to further more effective working relationship among the agencies that make up the nutrition committees.

To aid the State Nutrition Committees in carrying their programs to local nutrition committees, an Executive Secretary has been made available for each State. Forty-one of these executive secretaries have already been employed and are at work.

Those who attended the regional conferences were:

Chairmen of State Nutrition Committees
Executive secretaries where they had been appointed
Representatives of the Nutrition Programs Branch -- Mr. Wilson attended all five conferences -- Dr. Sebrell four.
Regional representatives of the National Nutrition Planning Committee.
Regional Administrators of the Office of Distribution and representatives of State and regional offices.

The regional offices helped greatly with all phases of these conferences which were conducted by the nutrition field consultant of the region.

Each conference varied somewhat, but in general this was the program pattern:

1. Presentation of the current war food situation. Dr. Gold attended the first conference to discuss this topic. At other conferences it was presented by the Regional Administrators.
2. The specific problems of food supply in each region were presented by members of the staff of the Regional Office of Distribution.
3. "Can We Be Well Fed In Wartime" was discussed by Dr. Sebrell.
4. The Office of Distribution explained the services of the regional staff that are available.
5. At each conference the Food Fights for Freedom program was presented, and a committee submitted recommendations for September which is the Nutrition month in this program.

The conference programs were arranged so that the Federal representatives presented the problems and the State and regional groups formed working committees to make plans whereby the nutrition committees could direct their efforts towards solving the problems locally.

The conference reports have been mimeographed and sent back to the individuals who participated in each conference.

Topics discussed by the committees were:

1. "What can the local nutrition committee do, and how can the State committee help the local committee."
2. Practical methods of evaluating the effectiveness of nutrition committees.
3. How the executive secretary can facilitate the nutrition program.
4. Programs for September which has been designated as nutrition month in the Food Fights for Freedom Campaign.

Each conference group also had the opportunity to view a puppet show which has been written and developed as one technique for interesting children in nutrition.

A special feature at the Little Rock Conference was a report on nutrition in action as presented by the Chairman of the Nutrition Committee of Puerto Rico. This report was most inspirational. At the New York State conference, the New York State Food Commissioner gave a report, and Mr. Geoffrey Baker, Assistant Director, Food Price Division of the OPA explained the community pricing of certain foods. In every region the question of price loomed as a persistent problem in moving food that is in abundance.

As a result of these conferences, Nutrition Committees have a new view of their responsibilities. Executive Secretaries will materially increase the effectiveness of the local committee by furnishing a working contact between the State and local committees. The job ahead, if all citizens are to be included in the program, is to further stimulate local committees to use broader techniques for mass education, such as the press and radio. We believe that the committees are doing a good job, and that such working conferences as the ones held this quarter will help them to do a very much better job.

MR. WILSON: We thought it would be best to bring everybody up to date on the current egg situation, and rather than have a single person talk about it we felt we would get different points of view from a number of different people, talking about it from the point of view of different agencies, and consequently on very short notice we set up a panel. The members of the panel are Mr. W. Dewey Termohlen who is Assistant Chief of the Dairy and Poultry Branch; Mr. Melvin W. Buster, also with the Dairy and Poultry Branch of the Office of Distribution; Dr. Hazel K. Stiebeling, whom you all know, from the Bureau of Human Nutrition and Home Economics; Dr. W. H. Sebrell, my associate; Mr. Lawrence L. Shrader, the poultry specialist in the Extension Service; Miss Jessie W. Harris, who as Chief of the Community Nutrition Services Division of the Nutrition Programs Branch, works with the nutrition committees; Dr. Margaret Mead, Secretary of the Food Habits Committee; Mr. Marvin Sandstrom of the Marketing Reports Division; Mr. John Graetzer of the Office of War Information; Mr. Sidney Johnson, whom most of you know, in the Food Fights For Freedom Campaign; Miss Miriam Birdseye of the Extension Service; and a representative of the wholesale grocers, Mr. John A. Logan, who has worked closely with us on the nutrition program for the past few years.

Few people know as well as Mr. Logan the problems of the grocers all over the United States.

We want to talk about the problem of the present abundance of eggs. What can the agencies and what can the nutrition committees do about it? We wanted to divide this up into different sections; learn how the abundance of supply has occurred, how it may be taken up to best advantage, and some of the things that may be said from the standpoint of the nutrition side of eggs--the place of eggs in the family diet and what can be done about using them.

Mr. Termohlen, will you start the discussion and explain how we got this way?

MR. TERMOHLEN: Director Wilson, I think it would be far better (at this time) to have Mr. Buster tell us how we got that way. He is chairman of the Consumers Relations Subcommittee of the Department Poultry Committee, and he can present a very brief statement which I think will give a background for the discussion by the rest of the panel.

MR. BUSTER(Read): In response to appeals and relatively favorable prices, farmers have exceeded goals for egg production announced by the War Food Administration during the last 2 years. At present, there are approximately 441 million laying hens on farms in the United States which is 35 percent more than the 1933-42 average. Moreover, these hens during February 1944 were producing eggs at the rate of 80 percent above the 1933-42 average.

On March 1, 1944, laying hens on farms were 6 percent greater than last year and egg production was 16 percent greater during January and February 1944 than a year earlier. Favorable weather, in addition to better layers and probably better management, have contributed to earlier and more sustained spring flush production. During the first quarter of this year 133,000,000 dozen more eggs have been produced than the War Food Administration requested. This can properly be described as "Service beyond the call of duty and deserving of the 'A' award." The rate of egg production usually reaches a seasonal peak in late April or early May and then declines seasonally until November. Compared with 1943, production during 1944 probably will be larger well into the third quarter of the year.

Farmers culled their potential laying flocks heavily in the closing weeks of 1943 and in the first part of January 1944, but the culling rate in late January and February apparently was slightly below the 1933-42 average.

The large poultry population is crowding the available feed supply even though feed prices had risen 18 percent on March 15 above a year earlier and 85 percent above the 10-year average and wholesale egg prices during recent weeks have been approximately 20 percent below last year.

It appears that hatcheries will set less eggs this year than last. On the basis of all information now available, it is anticipated that production this year will be at least 440 eggs per capita, of which approximately 90 eggs per capita will be used for direct war uses, including military forces, lend-lease, and hatching. This will leave at least 350 eggs per capita for domestic use -- a

larger number than American civilians have ever before eaten in one year.

In addition to creating unanticipated and troublesome surpluses, the increased efficiency of production is permitting farmers to produce eggs at relatively lower costs. This changes the competitive price relationship with other foods and means that farmers will likely continue to produce more eggs than in past years as compared with other food commodities for human consumption.

The greatly increased egg production creates problems in providing facilities to handle the supply. At present, the facilities of most wholesale and retail egg handlers are bulging with eggs. One of three things is necessary, and soon. Consumption must be increased, laying flocks must be reduced, or storage holdings must be greatly expanded. Perhaps a little of each of the three solutions is desirable in consideration of future needs. But greater immediate consumption is the simplest and best solution under the circumstances.

Egg Cases

The available supply of cases for packing, storing and shipping eggs has been barely adequate so far this year even assuming perfect distribution. Complaints of insufficient cases have been numerous in recent weeks and are increasing. Normally eggs are packed in wooden cases but, due to the shortage of lumber, producers and handlers this year will have to depend on fibre board for about 70 percent of the necessary cases. Federal agencies many months ago warned users of egg cases of impending shortages unless orders were placed early. Some handlers failed to heed the suggestions and several are now making frantic efforts to obtain necessary cases to handle the present burdensome supply of eggs.

Cartons

The use of egg cartons for retail sales has been steadily increasing with the growth of egg grading according to quality and size and with the steady increase in self-service chain stores. It is estimated that the supply of cartons will be approximately 10 percent less than last year. By purchasing eggs in bulk, consumers may save as much as 2 cents per dozen which is the OPA permitted mark-up for cartons. However, bulk handling of eggs results in greater breaking, pilfering, and greater difficulties in grading according to size and quality, especially in self-service stores. Many retailers report that they have handled a smaller volume of eggs this spring because they prefer not to handle them in bulk. The War Food Administration and the War Production Board are doing everything possible to assist distributors in securing egg cases and cartons.

Storage

Increased food production for domestic and war purposes necessitates the accumulation of larger supplies than usual; thus taxing the capacity of storage facilities to accommodate perishable foods. On March 1, 1944, the storage holdings of eggs in shell and frozen form amounted to the equivalent of 4.6 million cases compared with 2.5 million cases for a year earlier. Normally the peak storage holdings on the same basis reaches 10 to 12 million cases about the first of August. Although we are far from the period of peak into storage movement, it is already exceedingly difficult to locate freezer and cooler space for eggs.

Transportation Facilities

Transportation difficulties due to both limited facilities and labor are impeding the speed and efficiency of the movement of eggs through normal channels.

Egg Breaking and Drying

The drying of eggs is proceeding at a slightly higher rate than last year. Insofar as labor is available, egg breaking and drying plants are now operating at full capacity.

The lack of manpower to candle, grade and pack eggs properly is likewise a serious limiting factor in distribution.

PRICE-SUPPORT ACTIVITIES

In accordance with the Secretary's announcement on November 20, 1942, the Department of Agriculture is obligated to support shell egg prices through the period ending June 30, 1944, at 90 percent of parity, but in no event at less than a U. S. average farm price of 30 cents per dozen in the spring and early summer months and an annual U. S. average farm price of 34 cents per dozen. The WFA announcement of January 26, 1944, extended the support price period through December 31, 1944, and Section 4 (a) of the Steagall Amendment provides for support prices to producers equivalent to 90 percent of parity for 2 years following the first January after the close of hostilities. It is assumed, of course, that Congress will appropriate any necessary funds to effectuate this commitment, but it is realized that no guarantee of such an appropriation can be publicly announced.

Prices in line with these commitments are now being paid by the War Food Administration and these prices are to remain in effect until seasonal price advances are announced. War Food Administration purchases of shell eggs in support of the market started about January 1 of this year and to date total about 500,000 cases. In addition, the War Food Administration has been procuring dried whole eggs with which to meet lend-lease needs in 1944. Thus far, under the procurement program, the WFA has purchased in dried egg form the equivalent of 13,000,000 cases of shell eggs. This makes a total of about 13,500,000 cases of eggs which have been purchased by the WFA in support of the market since January 1, and represents 8 percent or 1/12 of the requested produce for the entire year of 1944.

Retail Prices

Present paying prices to producers would appear to warrant lower retail prices than have prevailed during the past few weeks. Under OPA regulations and ceiling prices, with most food commodities usually crowding the ceilings, it appears customary for each class of handlers to add the maximum allowable margins for services irrespective of available supplies as related to demand. With many foods rationed, there is a tendency for the trade to regard ceiling prices as floor prices. This factor, together with the reluctance to lower retail prices until higher-priced inventories have been moved, has resulted in a lag in the lowering of retail prices as egg supplies have grown rather rapidly to such proportions that immediate increased domestic consumption is necessary to avoid actual food loss. Reports indicate that retail margins are now being reduced.

Future Prospects

Some reduction in laying flocks will probably be desirable and this occurs normally during the late spring and summer months. Unless the present egg surplus is consumed rather quickly, there is considerable danger that farmers may dispose of larger numbers of layers than the situation justifies which may result in inadequate egg supplies during the latter part of 1944 and in 1945.

MR. WILSON: Mr. Shrader will you tell us a little more about where all these eggs have come from, and why have they come right now?

MR. SHRADER: Well, M. L., going back a year ago, we asked for an 8 percent increase in production, because at that time with the dried egg commitments and the civilian consumption commitments and point-free poultry, it looked like we were going to need that increase. At that time we had enormous quantities of reserve feeds and grains. We even went so far a year ago as to promote backyard poultry flocks, taking a leaf out of the Victory Gardens book, and had an exhibit in the patio promoting backyard poultry flocks. It looks like we did just a little too good a job of promotion.

Instead of getting an 8 percent increase, we got from 16 to 18 percent increase in the number of chickens raised. And the birds that came to market disappeared quickly. As a matter of fact, we had a black market in poultry meat. The Army had to go out and stop trucks on the way to market. When that condition existed, people said, "Well, since everybody wants chickens, we will go ahead and raise more." So early last fall, we had a potential increase of 11 percent of layers on the farms. In November we started a culling program. We secured a decrease in the number of layers on farms, and we came into 1944 with about 5 percent more of hens on the farm than the year before. We did that on account of the feed, because the 1943 crop was grown, and we knew how many livestock units there were in the country. Nature came along and helped this abundant egg supply because in the production area we had a mild, open winter that started all the hens to lay, and this, in turn, brought about the avalanche of eggs.

Owing to the flood of eggs we had to withdraw our recommendations for backyard poultry raising. Then feed became short. We did not get the reduction in the number of hens that we would have liked by the first of January, because the people in the Corn Belt, when we tried to sell them the idea of culling their flocks in the interest of saving feed, looked around at their bulging corn bins and said, "We have the feed," and added, "Let the fellows who haven't got the feed sell theirs." That is one reason why we came up with 5 percent more layers on farms on January 1, 1944, as compared with January 1, 1943.

MR. WILSON: Now, I believe you say that if everybody will eat an egg a day that will help the situation; is that so?

MR. SHRADER: No, in the committee meeting the other day, I said that if everybody would eat an extra egg a day for a week--they are supposed to eat one a day anyway, and this additional one would make two eggs--we would have a disappearance from the consumption market of about two million cases. That quantity would just about clear off the top of the abundant supply, and we would go along on an even keel for the remainder of the season.

MR. WILSON: Now, if everybody ate this extra egg a day, what effect would it have from a nutrition standpoint, Dr. Sebrell?

DR. SEBRELL: Well, Mr. Wilson, I feel as if it is a little superfluous to talk to this audience about the nutritive value of eggs. I am sure there are many people here who know more about the nutritive value of eggs than I do. I think we can sum it all up by saying they are going to make a very worth-while contribution to the nutritional value of the diet, especially in protein and the protein quality, in iron, calcium, and vitamin A. They also supply riboflavin, a little bit of niacin, a negligible amount of nicotinic acid, and some fat, so that they are excellent additions to the diet, especially in the field of replacing some meat. So you can save some meat points by utilizing an extra egg a day.

There is just one point about eggs that I should like to mention. There seems to be a popular superstition that something is to be gained by eating raw eggs. There isn't, so far as I know, anything to that. As a matter of fact, there are disadvantages to eating raw eggs, one being the presence of avidin which inactivates one of the less well-known vitamins, biotin; also, eggs are not always sterile, as many people seem to think. I mention this simply because you may hear of it as a danger which is greatly exaggerated. The ordinary cooking process takes care of anything that might be there, so that I think the egg should be cooked.

I don't know of anything else that needs to be brought out here.

MR. WILSON: Dr. Stiebeling has done so much on the problem of putting foods together so as to give us a good diet. Dr. Stiebeling, won't you say something about the way you see this problem? What about eating this extra egg a day? We ought to eat an egg a day anyway, but what about the extra egg?

DR. STIEBELING: I suppose there is no food on which we have "blown hot and blown cold" quite as much as on eggs. First we have lots of eggs and they are cheap, and then supplies are short, prices high, and we must hold back on eggs. When this little leaflet, "Egg Dishes at Low Cost," was put out for the use of families able to get eggs with blue stamps, recipes were developed to use as many eggs as we could, and we made many suggestions of ways to fix eggs attractively. But last winter when we found eggs selling here for 65 or 70 cents a dozen, we certainly couldn't talk about "egg dishes at low cost."

When eggs are plentiful you can increase considerably the number you eat; many people can eat two eggs for breakfast just as easily as one; but I question whether it would be a good idea to recommend that everybody eat an extra egg a day even for a single week. Sometimes when you go a little too heavy on some one food you get a reversal in your appetite for that food; it might do more harm than good to press too hard for increased consumption of eggs.

MR. SANDSTROM: I think the fact should be brought up so that these folks don't get quite the wrong impression: Always during Eastertime we have a big pick-up in egg consumption, and usually we have a slump after Easter. However, it is certain we will have this great abundance of eggs with us until at least the middle of May, and I frankly hope that somebody here will come forward with some solution like an extra dozen eggs per week per family for the next 6 weeks. I would like to stretch the consumption push over a period but at the same time give full emphasis now.

DR. STIEBELING: I think that would be a much better goal. Good cooks like to use eggs because it makes food seem richer and taste better, and it makes cooking easier.

In view of the marked seasonal fluctuations in the supply and price of eggs our Bureau has prepared a leaflet "Egg dishes at any meal," in which recipes are developed so that if there are lots of eggs you can use a lot of them, but when eggs are scarce you need use only a few. We hope that this material will have a reasonably long life, and not be outmoded too soon because of a changed market situation.

I think that we could advantageously use more eggs than we are now using, provided the price relationships are right. You can't honestly talk too much about using more eggs if prices are going to be abnormally high in relation to meat.

MR. WILSON: What do you think about the situation with reference to recipes? Is that need pretty well supplied, or is there something that can be done as far as the housewife is concerned?

MISS BIRDSEYE: There are a great many recipes available, not only from the Department of Agriculture but also from State Extension Services, women's magazines, and many other sources. Recipes are always popular. Everybody likes to try a new recipe and tell her neighbor about it. If a home economist were to present the case of our present oversupply of eggs to a housewife she would certainly say: "There are at least four points you should keep in mind about eggs: (1) They are ration free; (2) They provide protein and iron without drawing on your ration points, and at a relatively low cost according to today's prices. (3) For a hurry-up food, we challenge you to find anything better, and (4) eggs can be prepared in endless variety, and eaten at any meal.

For example, there are lots of quick egg dishes for breakfast which take anywhere from 3 to 15 minutes to prepare. Eggs can be fried, soft-boiled, poached, scrambled, or you can have an omelet with a different flavor every morning.

Let me suggest just one way of getting a different and springlike flavor into these breakfast eggs, by serving them with hot herb butter. Allow about a level teaspoon of butter or margarine for each egg. Before you start breakfast, put the butter in a custard cup add salt and pepper and start it heating in a small saucopan of water or in some other way. Snip a few thin strips from the succulent tops of the young onions or scallions one finds on sale everywhere just now, and cut a sprig of parsley finely, if you have it on hand. Kitchen scissors or a sharp knife make this a quick job. Then reach for the box of dried thyme, or the box of poultry seasoning, and add a delicate pinch to the hot melted butter with the parsley and scallion. Chives are better than scallions and even wild garlic has possibilities. Let the butter go on heating till you are ready to break your boiled egg into it, or spoon it over your poached egg on toast, or scramble your eggs with it. You really don't need it with an egg fried in bacon fat.

As the season advances, substitute fresh, green dill leaves, finely chopped, for the dried thyme; or change to fresh, sweet basil from your Victory Garden or an Italian market. Sweet marjoram, fresh or dried, is perhaps the best single herb

to use with scallion tops or chives; but a blend of several of these herbs is still better.

The possibilities of hard-cooked eggs are endless. Keep a few ready cooked and shelled in the refrigerator for hurry-up sandwiches, luncheons, and dinners.

To make sure the whites will be tender and the yolks mealy, cook the eggs just below boiling. Put them on in a saucepan of cold water, heat till bubbles begin to rise and simmer for 30 minutes. You can do this while you are washing the breakfast dishes. Chill promptly in cold water, remove the shells, set the eggs away in the refrigerator ready for instant use.

You all know how to make a medium white sauce with 2 level tablespoons of butter or margarine and 2 level tablespoons of flour to each cup of milk, and an eighth of a teaspoon of salt. With white sauce and hard cooked eggs, sliced or chopped, you can make any number of hearty, quick dishes.

The prettiest, of course, is goldenrod eggs, where you add the chopped whites to the sauce, pour the sauce over the toast and force the yolks through a sieve over the top. A parsley garnish to your plate or platter, and you have an appetizing eye-ful. For a change, shake a little curry powder into the sauce, let it stand a few minutes to blend, and pour it over sliced eggs arranged on toast. You can use leftovers of ham, fish, chicken, or cooked vegetables with the creamed or curried eggs, arranging them tastefully on the platter or heating them with the sauce.

Another variation is to arrange cooked rice or noodles, sliced hard cooked eggs, white sauce, and leftovers in layers in a glass or earthenware dish. Cover the top with buttered crumbs or very tiny cubes cut from a slice of yesterday's bread and tossed in butter or margarine, and cook in the oven until it is hot through and the flavors are well blended.

My favorite device for adding heartiness to a hurry-up home luncheon or supper, as the weather gets warmer, is to serve iced coffee egg nog. Get out the strong, black, ice-cold coffee you have saved from breakfast. Break the white of an egg into a bowl, add a whiff of salt, and beat the white till it thickens, then add sugar to taste - from a teaspoon to a tablespoon - and beat until it looks almost right for frosting. Now drop in the yolk, and beat again. Add the strong cold coffee and beat in lightly. Half a cup is about right. Put in a little cream if it's handy. Drop an ice cube - just one - into a tall glass and pour your foaming mixture over it. This drink gives your simple lunch heartiness and style.

Is there a birthday in your family today? No? Why not celebrate a has-been or a going-to-be birthday, with a real honest-to-goodness angel food cake, just to get ahead of the hens? Or a devil's food cake with chocolate custard filling? Or an orange or lemon layer cake? "Celebrate your birthday while the hens are cooperating" is a good wartime motto.

MR. WILSON: Well, we must move on now. We are getting closer to the housewife. We know this avalanche started on the farm, but in getting to the housewife a most important person in the process is the grocer from whom the housewife buys.

Mr. Logan, tell us something about the problem from the grocer's standpoint; what you think the grocer can do, and what suggestions you have that Nutrition Committees and others can work out with the grocer?

MR. LOGAN: Please let me say, Dr. Wilson, that something was said that touched rather closely on an experience I have just had; that is the loss of appetite, if overdone. I came across the country recently on one of the western trains on which two meals only are served daily. The day I left, about noontime, I asked the hotel to put up a box lunch. When I opened it I discovered that it consisted of three fried egg sandwiches, a hard-boiled egg, and an apple. I think that Arizona hotel started a little early to help out this egg situation; however, they didn't help me very much.

You know how deeply I feel about the Nutrition Program, I recognize its value and what it has done and what you all have done for it.

Egg promotions are not new to your grocerymen. We have had considerable experience for the last 7 years. Starting in 1937, we got our first request from the producers' organizations to try to move an egg surplus. (We don't have surpluses now, although I notice our Agriculture Bulletin of March 25 says that in pre-war years we would have called this present egg situation a real surplus, but now it is an abundant supply of eggs.) Of course, at this time of year we would under ordinary circumstances be giving extraordinary features to eggs. Eggs are a "natural" for promotion.

Answering a question someone asked about price, I think the price would naturally be reduced somewhat at this season. However, margins cannot be reduced as greatly as many people think. The spread between farm prices for eggs and prices the grocer advertises does not reflect the realized margin. Eggs bought by the grocer often must be put in lower grades than he bought them for at considerable mark-down in price, frequently below his cost on part of the eggs in a lot. I think you will find a natural reduction in margins and in price this time of the year, and you will find many sales of eggs well below ceiling prices.

The experience of past years may be some indication of what may be done now in a more exaggerated form perhaps than has been done in the past.

The techniques that are employed in the promotion of eggs are many and varied. Distributors employ extraordinary advertising of a product, making it as attractive as possible in its appeal, using radio, newspaper, handbill advertising, store displays, and then there is promotion by the people in the stores with whose cooperation we used to be able to do a great deal. But you will understand that we cannot expect the same cooperation as in the past when I tell you that turn-over of personnel is now at the rate of 500 percent a year -- the people come and go so fast employers cannot educate them so well and enthrall them as they used to do on promotions of products in abundant supply.

Eggs don't lend themselves quite as well to mass displays as some other products because of the desirability of keeping them under refrigeration. But they can be displayed attractively for a limited time. There probably will be window displays as well as inside displays.

The sale of an item like eggs can be increased substantially by directing the consumer's thinking to the availability and desirability of the product. One year, '38 I believe, our records indicated a 21 percent increase in sales through the stores from which we get reports; the preceding year there had been an increase of 18 percent as I recall.

You can step up consumption this year; I shouldn't be a bit surprised to see a large increase, because eggs are a natural in the No-Point Low-Point foods. Eggs have been and will continue to be featured from now on in this program. Merchants can sell them and the consumer can buy them without points.

I am reminded of something said about price. We have found that consumer reaction, generally, is more favorable to no-point foods than low-priced foods. Purchasing power has been substantially greater for low-income people so they have recently been less concerned over price than they were prior to the wartime earning opportunity. If we think back to other days when estimates were being made of the amount of food people could consume if they had the income, we will realize that the opinion favoring larger consumption has been very clearly substantiated. I have heard it said that you can shift diets from one product to another but people wouldn't eat more food; I have expressed the opinion that people would eat increased quantities of food if they were able to get it. The actual consumption -- quantity, as well as variety -- has been very substantially increased in recent years, and I think the records clearly will demonstrate that.

We have scheduled a special promotion of eggs from April 20 to April 27, called a "Springtime Egg Festival," at the request of producer organizations covering areas from the Northeast to the Pacific coast. It is apparent that we must increase the consumption of eggs. I think we can give you assurance that retailers will put their shoulder to the wheel and endeavor to increase egg consumption. This has been our experience in the past and if the abundant supply that hangs over the market (we used to call it a surplus) is moved out, the producer's price takes care of itself and the consumer at the same time gets the benefit of relatively low prices.

So I think I can assure you that retailers will do everything they can do to increase consumption so that all will benefit. In our own organization our agricultural department has featured through its weekly bulletins the need for an increased movement of eggs. Special bulletins have been sent to all members, outlining the problem, suggesting extraordinary promotion of eggs to stimulate consumer interest and to sell more eggs.

Our home economist, Betty Brownell (you know her as Irma Fitch Tual), has featured eggs in her bulletins -- rather attractively, and clearly, as always.

Advertising agency tests have proved that menus and recipes have top-pulling power in food advertising. Organized food retailers have responded very well to the use of recipes and the suggestions in our Home Economics Bulletins are included in newspaper advertisements; they are also used in "over-the-counter" magazines and pamphlets for the housewife who cares to avail herself of these recipes and menu suggestions.

Retailers will, no doubt, continue to employ the various proved methods of merchandising in their endeavor to increase the consumption of "Nature's perfect food" -- eggs -- as long as they are in such abundant supply and represent such a good value -- economically as well as nutritionally.

R. WILSON: Most of us know Mr. Sidney Johnson as a worker in this field of promotion and education, and the big job he is carrying on with the food trades.

MR. JOHNSON: I can tell you briefly what we have done to help this program along--specifically referring to what Mr. Logan has indicated. We have just completed the mailing of 250,000 kits of store display material to that number of food stores. Included in the kits was a banner or poster for over-wire display, on both sides of which were printed "EGGS" as a no-point food feature. It just happened that our mailing was a little later than anticipated so it coincides perfectly with this program on eggs. We have sent telegrams to the headquarters of 675 chain stores, retail grocer associations, and voluntary and cooperative groups of retail grocers, requesting them to continue their efforts to promote sales of No-Point Low-Point foods, and to make counter displays and window displays of eggs. We have already received some response from that telegram, although it was entirely unsolicited. Arthur O'Keeffe, president of the First National Stores in Boston, wired they would continue full support of the No-Point Low-Point foods promotion in April, in addition to special advertising and selling efforts on eggs. This is a very large group of stores. (Named several groups of stores who will start displaying eggs immediately.) We sent a telegram to the presidents of the National Restaurant Association and the American Hotel Association asking them to give their support to the program. This week we are mailing a broadside to 50,000 hotels and restaurants featuring 12 prize-winning recipes for No-Point Low-Point foods. I think the three egg recipes in this broadside are going to receive special support, because they are appetizing and practical. Hotels and restaurants can do a tremendous job because they can put eggs into immediate use.

Saturday, we completed the mailing of 250,000 circulars illustrating an egg display, to all food stores who are featuring No-Point Low-Point foods. The Government Printing Office gave excellent service in getting these out in 2 days. We are suggesting to grocers that they make this display or something similar. We tested this display in Washington and it proved its effectiveness in selling eggs.

I should also like to mention with respect to this subject of price, and I think Mr. Logan will agree with what I say, that when grocery stores feature and display a product the price takes care of itself. Competition enters into the program. If one store makes a special price; another follows suit. Soon they have egg displays in many stores and the margin of profit is cut down to a point where eggs will sell at a fast pace. That is what happens when competition begins to take effect. If we weren't operating in a war economy this factor would occur much faster.

In the New England States the six Governors have issued proclamations setting aside the week of April 10 as No-Point Low-Point Foods Week. I think that will stimulate the sale of eggs throughout New England.

Speaking of recipes for eggs. There is a restaurant in New York City, located on East 56th Street. The woman who operates it has on her menu 150 different kinds of omelets.

MR. WILSON: I think most of you know Mr. Sandstrom. Sandy, as we call him, handles all information work for WFA's Office of Distribution. As Chief of the Marketing Reports Division, he is now, figuratively speaking, up to his ears in eggs.

MR. SANDSTROM: I know, and you can judge from Sidney's remarks, that he is doing a marvelous job with the food trade. The way in which the trade has taken his No-Point Low-Point program is remarkable. Also, I want to comment on Mr. Logan's modesty. He didn't even mention the big "Springtime Egg Festival" his association is putting on. A couple of years ago we deleted that word "surplus" from the Department's vocabulary and I am glad to see that your people have gotten religion, Mr. Logan. Instead of surplus we say seasonal abundance, temporary abundance, regional or area abundances, overabundances, etc.

The other day I outlined to Mr. Wilson the many things we were doing educationally and information-wise to push consumption of eggs. Guess that's why I'm here today. Fortunately we got started early, in late November and December when egg supplies in the Northeast gave warning. Eat more eggs was suggested then to women's magazines and other publications that "go to bed" way before the publication comes off the press. That accounts for much of what you see in these magazines now, the double-page spread in Click, etc.

In January, February, and early March, both here and in the field, thousands of words were written about eggs for press and radio outlets and special uses. I think, frankly, that we did an excellent job in getting everybody acquainted with the fact that there was a problem here, and that there would be a greater one; also that here was another commodity in abundance that could fill in for those in shorter supply. We were busy putting out materials through every channel including, our own outlets such as "Radio Round-Up on Food" that goes to more than 600 women program directors of various State radio stations, the "Farm and Home Hour," the "Vitamins for Victory" feature of the United Press. The War Food Use Bulletin and other materials went to nutrition committees. At the same time, however, we were necessarily conducting a heavy consumer push on potatoes, and there were other regional overabundances, such as winter squash and spinach.

In late March we were asked to redouble our efforts on eggs in light of unprecedented production and need for producer price support. A week ago our regional office at Chicago got together with food trade representatives and an elaborate program was worked out; everyone promised cooperation, including large dairy companies, and everyone is most certainly "coming through." OWI granted Nation-wide priority to radio programs pushing eggs. The first thing we did was to get out a campaign fact sheet, thousands of which were sent to all who have facilities for further disseminating information. The packers, Swift, Armour, Wilson, and others, the National Poultry and Egg Board, and other food groups are sending out material right and left; practically all the dairy companies in the Midwest are cooperating. And eggs are being featured on such network shows as the Breakfast Club, Ewerett Mitchell's Sunday broadcast, Fred Allen, Contented Hour, Kraft, and Prairie Farmer programs. Farm and Home Hour will have something on eggs every day for the next 5 weeks, and they will be featured on the "Consumer Time" show on April 8. I could go on and on. And I don't want to minimize what has been done by your own nutrition set-up, including Miss Griffith's many contacts with food industry. Yes, we are being asked about continued high retail prices, but we're now getting many signs to lead us to believe that that tough one is going to take care of itself. Thank you, Director Wilson.

MR. WILSON: Thank you, Sandy. I should now like to have us hear what the OVI is doing to help this campaign. Mr. Graetzer, have you anything to add?

MR. GRAETZER: I haven't very much to add. On the subject of some of the reports, the OVI has been given a whole lot of credit for laying eggs; but all of our information comes from the Department of Agriculture. Three cities, Chicago, San Francisco, and New York are now working on broadcasts from coast to coast, and eggs will be featured. Publicity will be given to the egg-abundance problem and will have the status of an emergency program. These programs start immediately and will run through the middle of May. We have various groups, such as the Negro press and the trade groups, to carry releases that the Department of Agriculture gets out. The Women's pages, too, have already been written to high light egg dishes and recipes. It is too late to do anything with magazines because their closing dates are so far in advance. Information about radio programs has been brought out at this meeting once before; also price, and the fact that eggs are ration-point free. We have tried to work out a slogan for the program to "Eat an egg a day through April and May," but that was thrown out. If anyone has a good slogan, we would like to have it.

MR. WILSON: Dr. Margaret Mead of the Food Habits Committee is with us. Dr. Mead what is the problem as you see it from the Food Habits Committee viewpoint?

DR. MEAD: I think the big problem is that nobody has told us whether this egg situation will happen again. For the duration of the war, no matter how well a campaign is keyed--once in so often the hens are going to get the better of you. Man proposes and the hen deposes. I think also that we have underestimated the fact that eggs are a comic subject and should be used as a comic subject. I don't think we are in the position of the English people where food is out of politics, so that levity would be inadvisable.

Do we want to make the point that once in a while something gets the best of the Government, and the people are called in to help. There are a good many things that haven't been discussed that could be used as a background. The majority of people don't understand that eating an egg today will mean having an egg tomorrow. If you want to keep production up, then we can present this idea to the American people: "Eat eggs today so that the hen will be willing to lay tomorrow." But if you are planning to reduce egg production, then that idea would be a mistake. Those things have never been stated clearly--whether this is a rising and falling program, and whether we want egg production to continue high through the war. Unless this is settled, I think it is impossible to say, from the standpoint of food habits, what emphasis should be made. If we want to have eggs as a permanent wartime food, then we can say to the cook, "Eggs are one of the things you can count on. You are short on other things but you have a lot of eggs." I think one of the very serious things that we have not emphasized enough is that cooks don't like to use substitutes. A lot of people are willing to eat them, but the housewife doesn't like to cook them. I think we should know what background we should set--whether eggs will be a constant supply or up or down, up or down, up or down. We can use cartoons--agriculture plans and plans, and the hen over-delivers. There is a use of eggs in cooking that will prevent the saturation point, which comes with eating simply eggs.

MISS HARRIS:

/On the cartoon idea, I'd like to submit one idea, "Shall we devil the eggs, or let them devil us." Seriously I get this idea--the grocers would sell more eggs if they had cartoons.

DR. WILSON: There is a shortage of shipping cases and cartons.

MISS HARRIS: I wonder if we couldn't get the Boy Scouts to collect egg cartons and distribute recipes--the Recipe of the Week maybe. I wonder also if there is any way of adjusting the total supply of food. We have been told that we would have the same amount of meat we had last year, but I have made a notation that we shall be short of meat next fall because we are having more meat now. People like to eat certain things. I think we should use psychology. When people have a lot of eggs, they usually have a small amount of sugar, and so on. It seems to me we could plan the total program. It really is more like a cross-word puzzle. The total situation needs to be taken into consideration.

MR. LOGAN: The last report was that sugar is going to be cut down, largely because of diversion to gin and rum. But the War Production Board has been trying to limit it, and the Treasury Department has put some limitation on the amount of sugar that can be used for gin.

MISS HARRIS: If you could favor sugar for civilian use instead of for alcoholic beverages--

MR. LOGAN: That is up to other departments of the Government.

MISS HARRIS: One thing that hasn't been mentioned--I wonder if you couldn't return empty egg cartons?

MR. LOGAN: As to the returning of empty cartons, some city ordinances have rulings that cartons can't be returned on account of sanitary regulations.

MR. WILSON: We have run considerably over our time on this subject of eggs, but you have all got some insight into the matter. We know that all agencies as well as the nutrition committees will do everything they can to help out with this problem. I am sure there are still many more aspects of the subject that might be discussed further, but we'll have to leave that and get on.

We are very pleased and honored to have with us this morning, Col. Paul Howe, who has been voyaging over a considerable part of the world and has gotten home safely. Won't you please stand and say "Hello." On his world voyage he picked up some things that are evidence of this world-wide movement of the nutrition program, and he brought home some nutrition posters in Chinese. Now we are also highly honored this morning in having with us some of the international people. I want to introduce Mr. P. W. Tsou, of the Chinese Ministry of Agriculture and Forestry. I am always troubled when I try to talk Chinese, or to pronounce Chinese words. When I first went to Montana I went up to the Sioux Reservation to speak at an agriculture meeting up there. An interpreter said that it wouldn't do any good to announce me as Mr. Wilson--the interpreter wanted to give me an Indian name. He was a good Sioux Indian and he said that he had a word for son, but there wasn't any Indian word for "will". He named me in Indian, "Ma-to O-Ouko," meaning fast moving bear. We have a very distinguished representative from China here. As near as I can come to his name it is Mr. "Tsou." Won't you please step up and show these posters of Colonel Howe's and tell us what is on them. I hope one of them says something about eggs.

MR. TSOU: These are the posters. (Exhibits several posters, with Chinese writing on them.)

This one shows bean sprouts, soybeans, and other products from soybeans. It says the products are delicious and nutritious. That is a part of the general educational program for the common people.

Here is a poster that educates the people about oil -- cottonseed, peanut oil, and various other kinds of vegetable oils. It advises people to use these oils for cooking, because they are nutritious and delicious. These posters are put out by the Central Board of Health, the institution which sent one of the Chinese delegates to the Food Conference.

Here is a poster that advises people to have more sunshine to get their vitamin D.

Here is another that tells people to get more protein and iron and explains how they can get them.

These all show you that we also come in line with you here and try to educate our people regarding nutrition.

MR. WILSON: We are very much honored to have with us today a man from Persia, Mr. Darwish Haidairi, and although our time is limited we should like to hear from Mr. Haidairi.

MR. DARWISH HAIDAIRI: Thank you, Mr. Wilson. I came here about 7 or 8 months ago, but I happen to come from Iraq and represent my country on the Interim Commission on Food and Agriculture. I also happen to be a graduate of one of your colleges here in America, which I attended between 1926 and 1930; namely, Texas Agricultural and Mechanical College, so I am part Texan. That is why I think I know something about your problems. I met Dr. Wilson some time ago and I know he is very much interested in the relationship of agriculture in the past to agriculture today. I come from that part of the world which used to be called the "Granary of the World." It is between two rivers, the Tigris and the Euphrates, and the irrigation system was established three or four thousand years ago. If you ever have time to visit that country you will still find traces of those rivers and canals--they run from north to south all over the country, which is at present called Iraq. We are largely dependent on agriculture, and now we have developed something else that is changing the system of irrigation by means of pumps and engines on the two shores of the Tigris and the Euphrates Rivers. We are very much interested in the question of agriculture because we think ourselves that for sometime to come we will be the center of production for large amounts of food that are necessary for the world.

MR. WILSON: I hope at one of our future meetings we shall be able to devote more time to this subject, and try to do our part in helping to improve agricultural conditions throughout the world.

The next part of our agenda relates to certain reports of the Division of Program Surveys which has made a study of what housewives have to say about the nutrition program. I am going to call on Dr. Rensis Likert, Chief of that Division, of the Bureau of Agricultural Economics, and ask him to present some of the material that has been secured from this survey. After his report, we will have a panel led by Dr. Likert, based on the findings of the survey.

DR. LIKERT: First of all I should like to emphasize that this study, which was directed by Dr. James Bayton of our division, was made in only two cities: Bridgeport, Conn., and Richmond, Va. Nutrition classes have been held in both these cities, and in general nutrition education work there is probably greater than in other places. The division has conducted surveys on related problems in Pecria, Ill.; Evansville, Ind.; Omaha, Neb.; and Providence, R. I. Although the results were not incompatible with our findings in this most recent study, we have not had an opportunity to study rural areas and our surveys have no necessary applicability to rural communities.

(Exhibits charts.) Here is a chart which shows what sources of nutrition information people use in Bridgeport and in Richmond. (Our sample was designed to represent all housewives in the metropolitan areas of Bridgeport and Richmond.) In Bridgeport 14 percent of the housewives attended nutrition meetings; 63 percent said they got some information about food from the radio; 55 percent, from newspapers and magazines; 28 percent, from booklets and pamphlets on food; and 13 percent apparently have not had contact with any sort of nutrition information. In Richmond, 19 percent of the housewives have gone to nutrition meetings; 62 percent have listened to information over the radio; 68 percent have received some information from newspapers and magazines; 29 percent, from booklets and pamphlets; and 9 percent have not had contact with any source of nutrition information. In one sense it is encouraging that all but 13 percent of the housewives in Bridgeport and 9 percent in Richmond have had some contact with nutrition information. Much of the information however, is fragmentary, and this seems to be particularly true of that received in mass media such as the radio and newspapers. While most people report contact with the various media of information, the level of knowledge for many is not very great and only about two-fifths seems to understand the concept of a balanced diet. The others have a scattered and disorganized information about diet, or have no apparent understanding of nutrition.

We can compare the chart which shows how many people receive nutrition information with the chart which shows how many use the information. (Displays chart.) For example, of those people attending meetings, 65 percent in Bridgeport and 70 percent in Richmond say they have made some use of the material taught. Housewives who have read booklets and pamphlets on foods are more likely to use the information than housewives who have received information from other sources - in Bridgeport 75 percent and in Richmond 79 percent of those who have read booklets and pamphlets use the information, but as we have pointed out, the total number who read these booklets and pamphlets is less than 30 percent of the housewives.

Nutrition meetings likewise have reached only a small proportion of the housewives. Although 14 percent in Bridgeport and 19 percent in Richmond attended meetings, the proportion who know about them was 73 percent and 78 percent, respectively, i.e., only one housewife out of every four or five who heard about the meetings attended any.

What are some of the factors affecting people's attendance at meetings? In general, our findings in this regard apply also to the likelihood of receiving nutrition information from other sources than meetings. Socio-economic status, at least as measured by the housewife's weekly income or her husband's occupation, apparently has little to do with determining whether or not she will attend nutrition meetings, i.e., housewives in different occupational and income groupings seem to be equally likely to attend the meetings. People who have been pressed by

the food situation and consequently feel that their families are not getting all the food necessary for health do not show more initiative in obtaining nutrition information than other people. One factor that has a definite relationship to attendance is education. The more years of formal schooling a housewife has had, the more likely she is to attend nutrition meetings. Her circle of acquaintances is also an important factor; she is much more likely to have attended the meetings if some of her acquaintances have attended.

The importance of personal contact in getting people interested in nutrition can perhaps be illustrated in another field. (Displays chart.) This chart is based on the Third War Loan Drive. Those people who were personally contacted and asked to buy bonds were $2\frac{1}{2}$ times as likely to buy as those who were not contacted. Similarly, in the nutrition program, it is very important to make personal contacts with housewives. Nutrition meetings can be organized to take advantage of natural groupings of housewives--through their clubs, church work, school programs, community centers,--wherever women have common interests and contacts. Housewives prefer to have meetings in their neighborhoods or in easily accessible places, such as schools.

Most of the people who knew about the meetings but did not attend simply weren't interested. Sometimes their lack of interest was expressed indirectly: They say that they have too many other responsibilities, or that they don't need any more information because they already know how to cook. Although lack of interest seriously affects attendance at nutrition meetings, housewives are susceptible to effective appeals. How can we increase interest in nutrition? How can we make housewives more aware of the value of nutrition information? If it were announced that the next day beefsteaks would be available without points, everybody would know about it. People respond to things in which they are interested and they don't respond to things for which they don't have a sense of need. What aspects of nutrition programs can we most effectively utilize to meet the needs which housewives feel?

From housewives' comments concerning the information they would be most interested in getting from nutrition meetings, it appears that their major interest is not in nutrition education, but in cooking techniques, menus, new recipes - information that will help them with their daily job of meal preparation. About one in eight are interested in getting information that will help them make their families' diets more nutritive, but even these people are usually interested also in learning better ways of meal planning and preparation.

In this survey housewives were classified according to the amount of initiative they had displayed in obtaining nutrition information from all sources. These are the figures:

<u>In Bridgeport</u>	<u>In Richmond</u>	
41 percent	49 percent	showed initiative in obtaining information.
29 percent	29 percent	were passively interested, but displayed no initiative.
29 percent	20 percent	showed no interest.
1 percent	2 percent	not ascertained.

Who are the people that show most initiative in obtaining nutrition information? Perhaps the most important point that our study reveals is that nutrition programs are now primarily effective in reaching those who already have some information on nutrition. Women who have a better understanding of nutrition show more initiative in obtaining information on foods, and they use the information in more important ways, i.e., they are likely to make more basic changes in diet and meal preparation while others may simply try out a new recipe or two. Women who need the information most are usually not interested and show very little initiative in obtaining it.

In one sense it can be said that "A little nutrition information will go a long way - for once housewives have learned a little they become aware of the need for such information and they will keep on learning more. The big question is: How can we break through the indifference of the people who have the greatest need for nutrition knowledge? Improvements in the general level of education will probably do much to arouse the interest in nutrition that is now only passive among most women. To be sure of reaching all women, however, we can appeal to the needs housewives feel as cooks, shoppers, and housekeepers for their families.

For example, housewives want new recipes and menus (but not elaborate, costly ones) more than they want nutrition facts; and this is particularly true of the housewife whose nutrition information at present is scanty. We can give them menus and say, "Here's a day's meals that have the Basic 7, and they're good because they have a lot of different elements that people need for perfect health;" and we can provide recipes that explain how to cook foods so as to preserve their vitamins. If we do this sort of thing constantly, housewives will begin to understand the importance of nutrition and they will gradually develop an interest in preparing food to take care of their nutritional needs.

A program which aims at a wide coverage of housewives ought to stress the point that the information will make the housewife's job easier. It should take care not to frighten her off by the prospect of having to learn a great deal of technical information which she hasn't felt to be necessary.

In this connection one of our findings is of particular interest: radio is the only source of nutrition information which seems to reach equally housewives of all educational levels. Since many women who listen to the radio do not have a sophisticated understanding of food problems, it would seem advisable not to pitch the programs at a very sophisticated level. Many women who say they have heard information on food over the radio are interested mainly in the radio's entertainment features, and it is not likely that a formal talk on nutrition would hold much interest for them. A program which combines information with entertainment - presented as a little dramatic skit, perhaps with musical arrangements of some basic facts - seems much more likely to reach all women.

Perhaps these steps amount to bringing nutrition in "by the back door." But a program which stresses that its information will help the housewife make her ordinary job easier can still manage to teach a great deal about nutrition. For example, in a recent study one of the interviewers asked a housewife who was rather enthusiastic about a class that she had attended whether it had had any effect on the way she decided what to eat. She said no, she didn't eat any differently from before, but now, for example, she cooks vegetables with less water, since otherwise most of the good "goes down the drain." This housewife, even though she does not realize it, has certainly improved the nutritive value of her family's meals as a result of a program which she herself valued because it gave her helpful hints on cooking and housekeeping.

Panel led by Dr. Likert with Dr. Lucile Reynolds, Extension Service; Miss Helen Stacey, Children's Bureau; Dr. Muriel Brown, Office of Education; and Mrs. Margaret Dreisbach, Nutrition Programs Branch.

DR. LIKERT: Dr. Brown, Obion County in Tennessee has done an effective job in nutrition education. How did those people arouse interest in nutrition?

DR. BROWN: When we began we did not have the benefit of such a study as yours. We agreed among ourselves, however, that the personal approach was most likely to interest people. We therefore began by asking teachers to make home visits to talk with parents about the nutrition needs of their children. As I look back on it I can see that we made use of another point discussed in your study - concern for the health of the family. We felt that we could count upon the fact that a mother who is concerned about the health of her children likes to talk to someone in whom she has confidence. We suggested, therefore, that teachers make some such approach as the following to the mothers when they made their home visits: "We know you are concerned about the health of your children. We are too. We want to tell you about a way in which you can get help in keeping your children well. Dr. _____, the county health officer, will be at the school on such and such a day, at such and such a time. If you want me to do so, I will make an appointment with him for you. After you have talked with him, you can talk with Miss _____, the county nurse, about general health conditions in your home, and the home economics teacher will help you decide what the right food is for your particular family."

The health talks were held in consolidated schools. Obion happens to be a county in which schools are strategically located. Each one became a center for parent-school conferences.

DR. LIKERT: In some of the early material I remember a newspaper editor who apparently did a high-pressure job of getting everybody interested in nutrition. I suspect that he reached most of the important people in the community and aroused general interest, which was important in making the meetings successful.

DR. BROWN: I think the newspaper publicity was helpful, although I don't know just how important it was. Probably a more important element in the situation was the fact that Obion County had had much experience with community organization, and there were many channels already open for spreading information about the nutrition drive. Obion has had an over-all county planning committee for 5 or more years. This central committee works through neighborhood planning groups, whose members are just folks, not organization representatives. They know each other well, and can get together quickly when there is work to be done. For example, the local women in these neighborhood groups visited the grocers in their communities before the drive, explained that nutrition clinics were to be held, and asked the grocers to stock up on whole-grain bread and cereals.

MISS STACEY: Is there any information available about the kind of meetings held in Bridgeport and Richmond? Were they single meetings or a series of meetings, and what was the caliber of the leadership? Some of those questions are important as far as the activities of the Nutrition Committees are concerned.

DR. LIKERT: Many of the meetings were conducted in series, although the number of people who attended several meetings was small. Ten percent of the housewives in Bridgeport and 13 percent in Richmond attended more than one nutrition

meeting. Some of the groups sponsoring meetings were the Red Cross, OCD, the schools, and utilities. In Richmond some meetings were held in private homes. In the outer metropolitan area classes were organized through the cooperation of the home demonstration agents. In Bridgeport there is a clinic which has regular hours, 9 to 5, to which people can take their nutrition problems and get advice.

MISS STACEY: I think one problem we must consider is whether to devote so much time to meetings or possibly devote more time to radio, newspapers, or other media. In the past a considerable amount of time has been spent on single meetings, and we might infer from this study that they have not accomplished a great deal. That seems to agree with my own personal experience. I think we might devote more time to other methods of reaching people.

MRS. DREISBACH: One of the findings in this study which interested me is that lack of attendance of meetings can't be explained by the fact that many women are employed. Apparently, if we make meetings interesting enough, women who are employed will come as often as the women who are not employed.

DR. REYNOLDS: Should we emphasize the kind of teaching that is being done? As we all know, there are many different types of meetings. I should like to know something about the teachers themselves. I wonder if they understood the problems of the families they were working with - their economic level, their educational level, their cultural background, and their paramount interests. Did they take these facts into consideration in their teaching? That might make a considerable difference in the degree of acceptance of these programs.

MISS STACEY: Then there is another point about the relation of cooking to nutrition. A good popular nutrition meeting includes suggestions on purchasing and proper preparation of food. They are all tied together, if you do the first-class job Dr. Reynolds is talking about. It is possible to have nutrition meetings which are apparently successful, but that is no assurance that women will go home and use the information to build up the health of their families.

DR. BROOK: I'd like to mention another fact. Your figures seem to show, Dr. Likert, that the more education women have, the more likely they are to come to meetings. I wonder if this is just because they know more, or because, in getting their education, they have come to feel familiar with the school set-up. We discovered in a rural county in Utah that attendance at adult classes could be increased by some friendly preliminary help in the homes. A woman who had been a church visitor in the county was appointed adult home-making teacher, as told she might build up her program in any way she liked. She found that after she had worked with small groups meeting in homes for 2 or 3 months, some people who had previously been afraid to go into town to evening classes were glad to go with her. It may be that this factor of "comfortableness" in relation to the school set-up has a good deal to do with the correlation between education and attendance at meetings that you show on your chart.

DR. LIKERT: I understand that there have been some interesting developments in connection with the Jacksonville, Fla., nutrition program. Can you tell us about them, Miss Brown?

DR. BROWN: There are some things about the nutrition program in Jacksonville that are of interest in the light of your study. There the coordinator has combined several of the ways of reaching people which your study shows to be valuable. The core of the program is a leadership training class through which most of the activities of the program are integrated. Some of the leaders trained serve as volunteer consultants in the consultation center set up in the downtown building of the local gas company. Another group of leaders have formed a special radio committee and have charge of radio work for the program. They go on the air as a group once a week, preparing their own scripts for this broadcast. As basic material for their scripts they use the questions about cooking and the recipes sent in by readers of a daily newspaper column. This column is also an activity of the nutrition program. It is called "What's Cookin'," and is written by the coordinator of the program.

Another thing about the Jacksonville program: The nutrition committee cooperated with the Ward Baking Company on a home-to-home canvass. Representatives of the baking company left commercial literature and at the same time talked about the local nutrition program with the housewives. Similar coordination was worked out with a local shipyard, in order to reach shipyard workers with nutrition information.

DR. LIKERT: All of these methods have a place in nutrition education. What we need to know is what each method does best and how to use them all most efficiently. Certainly we need to experiment to see how to use mass media such as radio in a way to support meetings and make them more successful.

MISS STACEY: Since radios and newspapers reach so many housewives, perhaps we should devote more time to improving the information provided by these media. The average housewife does listen to soap operas. Perhaps there is sound information mixed up in soap operas, which would appeal to the housewives.

MRS. DREISBACH: If the meetings are good, I would rate them above the radio. When people have been to a good meeting they go home with more information than if they had listened to a radio broadcast.

MISS STACEY: Then if that is true - what can we do to make meetings better? Evidently, in this study with a small group of housewives, meetings were not too successful. A successful meeting is one that will give a person something that she will use after she gets home. This study indicated that in some cases the housewives made only minor changes. How can we help them to make more major changes?

DR. BROWN: In trying to evaluate the usefulness of meetings, should we not consider whether the materials can best be handled in a single meeting or a series of meetings? There are some kinds of information that can be handled well in a single meeting. For other types of material a much longer period of study is necessary.

MRS. DREISBACH: When you have a series of meetings you will soon find out whether women are getting what they want, if they keep on coming. It seems clear that radios, newspapers, and magazines reach the largest number of people, however, you can do more with the people who attend meetings.

DR. LIKERT: In summarizing this discussion, I think we must emphasize the importance of the different media for presenting nutrition information. The radio will reach many more housewives, including people from low-income and educational levels. Perhaps we can use the mass media to arouse an interest in nutrition and to get people started in making changes in their diet. Then those people who have acquired an interest in nutrition can improve their knowledge through such media as nutrition meetings and special booklets and pamphlets. Meetings should be organized around friendship and other natural groupings. If we combine the methods of presentation in this way, I think we shall be more successful in making nutrition knowledge more widespread and actively used. We ought to investigate the needs of each area and adjust nutrition programs of education accordingly, since no one solution fits all local areas.

MR. WILSON: I think we should briefly summarize this meeting. Many points need to be much more thoroughly discussed. I hope a series of discussions will come from this information that we have received today. It does suggest the relationship that newspapers, magazines and radio have to spreading nutrition information, and how we can use these media to arouse increased interest in nutrition. We will have a much higher ratio of people in the community who know about and will attend meetings and a much greater active personal interest as far as the whole field of nutrition is concerned if we can use our mass media to develop an increased receptivity to nutrition information. I think it is possible to do it. I think our meetings and pamphlets are more educational than these other means but that we would be much more successful in using the mixed methods. There is a large variety of people all over the country--some things appeal to one section and others appeal to other sections of the country. I think this panel has been very important in bringing out some significant facts.

I have two announcements to make. First, put down July 3 in your date book. The Fourth of July will not be a holiday, so the next quarterly Food Situation meeting will probably be July 3. The second announcement is about the nutrition Clinic Demonstration. Dr. Sebrell will be there and all of you know where it is to be held. Dr. Wilkins and Dr. Butler will be at the Health Center to show you a few cases they have found by visiting the various Health Department Clinics. Some will be warning cases, others more severe. The clinic will begin at 2:30 and will probably last until 4:30.

Attachments

OUTLINE OF PROSPECTIVE CIVILIAN FOOD SUPPLIES
FOR YEAR BEGINNING APRIL 1944

- Fresh Meat: Supplies will be approximately 15 percent greater than in corresponding quarter of 1943-- 12 percent less than in first quarter of 1944.
- Canned Fish: Supplies will be about 20 percent lower than in corresponding quarter of 1943, but with larger supplies in prospect for late 1944. Quantities available for the year beginning April may be slightly larger than in 1943.
- Canned Meat: Civilians can expect about 50 percent more than they had in 1943.
- Fluid Milk: Supplies are expected to continue at about the levels of the past year. In the second quarter of 1944 they may be slightly higher than in the first.
- Evaporated Milk: Supplies during April-June will be about the same as during the first quarter.
- Cheese: Quantities available will be about 7 percent less for the year than in 1943, but slightly greater during April-June, 1944, than during the first quarter.
- Poultry: Expect about 15 percent less poultry for meat during second quarter than for same quarter in 1943, with supplies for the year beginning April down about 10 percent from 1943 level. Seasonal increase will account for availability of substantially greater quantities in second quarter than in January-March.
- Eggs: Prospect of the same record quantity for the year as in 1943. Expected to continue to be abundant during second quarter of 1944.
- Dry Beans & Peas: Supplies (including canned pork & beans) will be 8 to 10 percent higher during April-June than for same period in 1943, and about 8 percent higher for the year beginning April than in 1943.
- Canned Fruits: Supplies for the year will be tight, even with favorable weather and a large pack. During April-June supplies will be about 30 percent below the level during corresponding quarter a year ago. With a short crop civilian supplies could be as much as 50 percent lower than those of a year ago.
- Canned Vegetables: With the prospect of a good pack, supplies for civilians are expected to be about 15-20 percent below those in 1943. During April-June supplies will be almost as large as in the same quarter of 1943.
- Fresh Fruits & Vegetables: The supply of fresh citrus fruits for the year beginning April is expected to be about 15-20 percent larger than in 1943. The crop of oranges for that second quarter will be nearly one-fifth larger than last season. Grapefruit supplies will be about the same as during the corresponding quarter of 1943. Fresh deciduous fruit supplies

are expected to be about 10-15 percent higher than last year. Supplies of apples and strawberries during the April-June quarter will be about 30 percent less than a year ago.

Somewhat larger supplies of fresh vegetables are in prospect for the year than were available last year. During the April-June quarter the increase may be as much as 15-20 percent over the same quarter of 1943. White potatoes and cabbage will continue in abundance. Onions should be available after April in approximately normal quantities.

Dried Fruit: There will be substantial increases in supplies of raisins and dried prunes during April-June as compared to that quarter of last year. One third more raisins and one-fourth more prunes will be available during the year than in 1943.

Butter: About the same amount for the year as in 1943, but April-June supplies will be a little higher than for the same quarter last year. Second quarter supplies this year will be up slightly from quantities available during first quarter.

Margarine: Slightly greater supplies for the year than in 1943, but not enough to offset fully the decline in butter supplies below pre-war average.

Shortening & Lard: Total supplies of lard, shortening, and other edible oils are expected to be 6 percent less than last year. Lard will be more plentiful; shortening and other edible oils will be scarcer.

Grains: It is expected that supplies will be adequate for food needs with a slight increase in wheat and flour consumption. Available quantities of rice will be about the same as in 1943, but tight during the April-June quarter. Soy flour will be available in larger quantities than in 1943. Oat and rye supplies are ample; corn supplies are expected to be about the same as in 1943.

Coffee, Tea, & Cocoa: Supplies will be up somewhat from those in 1943, with enough coffee to meet current demands and distribution of tea and cocoa continuing at current levels.

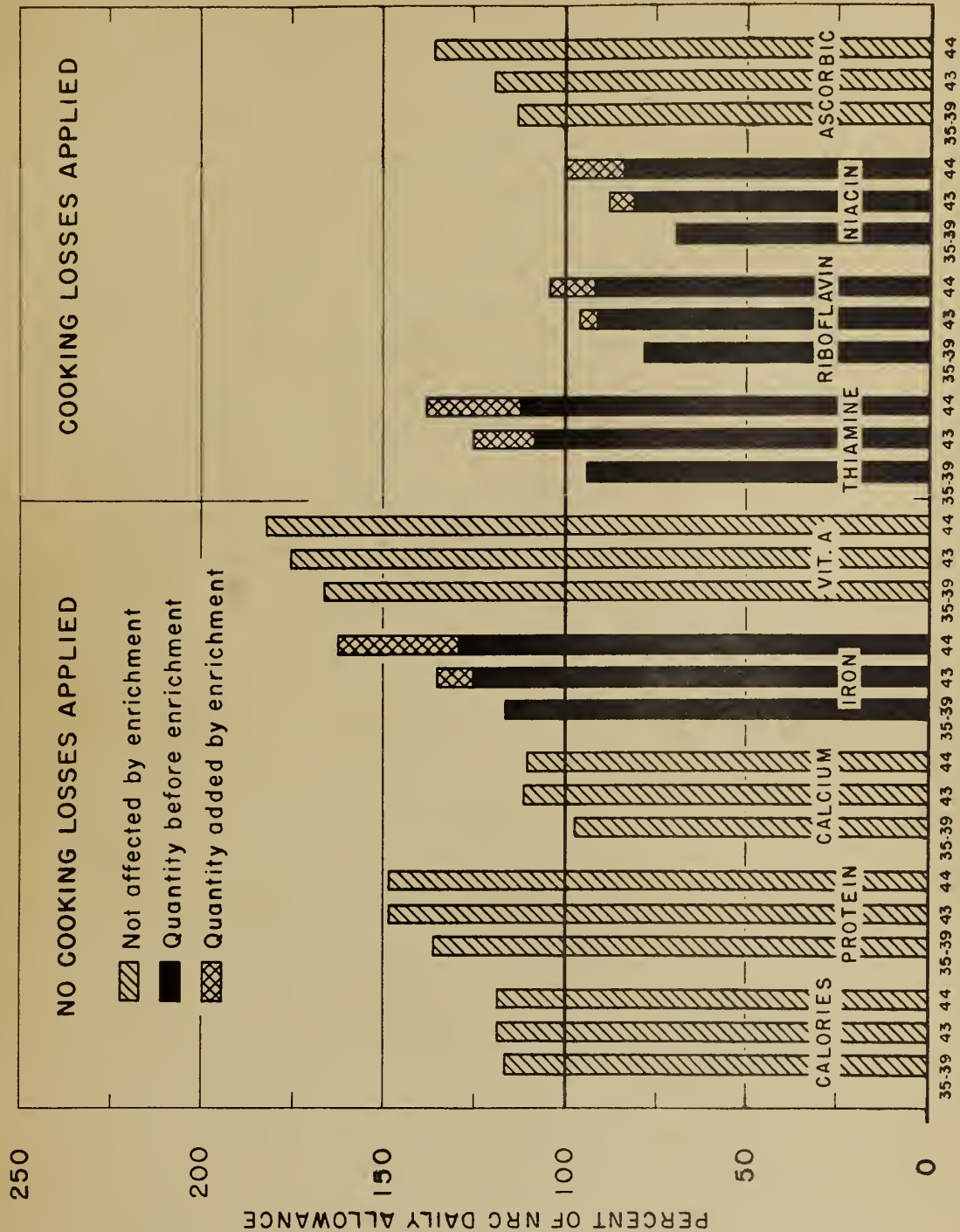
Sugar: About 6 percent less than supplies during 1943.

Jams, Jellies & other Spreads: Supplies of jams and jellies for the year are expected to be no larger than last year, but will be much better distributed. Citrus marmalade will continue to be plentiful and there will be more peanut butter than during last year.

Prepared by:
Norman Leon Gold
Chief, Civilian Food Requirements Branch

4/4/44

COMPARISON OF NUTRIENTS IN ESTIMATED CIVILIAN FOOD SUPPLY 1935-39 AVERAGE, 1943, AND PROSPECTIVE 1944 WITH NRC DAILY ALLOWANCES (FOR FOOD AS EATEN)



WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

April 20, 1944

To: STATE NUTRITION COMMITTEE CHAIRMEN

From: M. L. Wilson, Chief
W. H. Sebrell, Associate Chief
Nutrition Programs Branch

Subject: Second Quarterly Meeting, Food and Nutrition Programs

On January 15 we sent you a summary of the discussion at the first of a series of quarterly conferences at which representatives of the several Federal agencies cooperating in the National Nutrition Program met to review the outlook in the field of food and nutrition for the first quarter of the year. The second of these quarterly meetings has just been held and we are pleased to send you herewith two copies of each of the following: The proceedings of the morning session and the statements of participating agencies to the extent that their programs can be projected for the next 3 months.

You will recall that the stated purpose of these quarterly meetings is to furnish an opportunity for representatives of all Federal agencies, particularly those who have field representatives, to become acquainted with developing situations so that information would be uniformly available to individuals and agencies cooperating in these programs at the State and local level. The information in the enclosed reports is intended especially for further use by State and local nutrition committees and their members.

Your attention is called particularly to two panel discussions which were held as a special feature of the conference following statements on the food outlook for the next 3 months and a review of the recent regional conferences with the State nutrition committee chairmen. The panel discussion on the Government's program to insure the consumption of the current abundance of eggs brings out the complicated character of the problem of temporary food abundances and indicates the need for everyone concerned with the conservation of the food supply to understand the factors involved and to develop special programs to take up these temporary abundances without loss as they occur in the various commodities. We urge that you put the full resources of the State and local nutrition committees behind the Government's program in this field. The second panel was directed to the recent study of the extent to which housewives are acquainted with the objectives of the National Nutrition Program and the extent to which further concentration is advisable to improve the effectiveness of the program. Doubtless, State and county nutrition committees can suggest many applications of the findings of this study which were not touched upon in this panel. A summary of this study will be made available to you as soon as it can be reproduced.

We plan to hold the next quarterly meeting shortly after the first of July. While the major purpose in these meetings is to sketch out the food supply situation for the ensuing 3 months and to examine continuing nutrition programs in the light of the food situation, we expect to vary the agenda considerably and we shall be pleased to have any suggestions from you as to subjects which might be of special interest to the State nutrition committees.

Enclosures (2)

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WAR FOOD ADMINISTRATION
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April 1944

STATEMENTS OF AGENCIES ACTIVELY PARTICIPATING IN THE FOOD AND NUTRITION PROGRAM,
Second Quarterly Meeting Called By The Nutrition Programs Branch
Washington, D. C., April 4, 1944

Office of Information, USDA-WFA (Morse Salisbury):

The Food Fights for Freedom information program for the year 1944 stresses the actions that citizens can take to produce food, save food, share food, and use food for health and strength. The schedule of major appeals for the second quarter of the year is as follows:

April -- Grow More in '44. Semi-final appeals to farmers to meet goals, Victory Gardeners to increase number, size and output of gardens this year, and town and city people to hold themselves ready when the calls come for volunteer farm labor during harvesting and commercial canning plant seasons.

May -- Enlist in the U. S. Crop Corps. Special appeals to women, young people, the public generally, to join in their localities in the volunteer farm and food processing plant labor force. Special appeals to farmers to accept, train and use volunteer labor since not enough experienced labor will be available this year to meet all crop goals.

June -- Conserve food by cutting out food waste. Emphasis on correct meal planning, purchasing, and storage, use of leftovers, and eating the plate clean.

These are the drives which will receive major emphasis. However, the continuing garden, nutrition, and other programs will receive due seasonal emphasis in each of these months.

American Red Cross (Melva B. Baldie):

Nutrition Service staffs at the five area offices of the Red Cross are participating in the programs of State Nutrition Committees. A special effort is being made to learn of unreached areas and groups where Red Cross chapters can make an effective contribution.

Red Cross Nutrition Chairmen report the reaching of new groups in shipyard and mining areas, housing units and labor camps. They have found the best method of approach to the residents in housing units is through the Project Services Adviser who usually has a social service background and is very much interested in the welfare of the people, or where there is no adviser through the welfare and social group in the Housing Project. One of the residents of the housing project is asked to loan her kitchen and invite her friends to a demonstration on wartime feeding. By using one of their own kitchens, foods from their own markets, and their own equipment, the Red Cross Nutrition Instructor encourages the practical application of the demonstration to the home situation of each member. Usually by the second meeting the number in the group has doubled, making it necessary to move the group to the Recreation Center.

The numbers completing the Red Cross nutrition classes show an upward trend in all five areas for January and February, 1944 as compared to the remaining 3 months of 1943. The North Atlantic Area office at New York City reports 43 percent more persons completing classes in February 1944 than in October 1943.

While classes have been the chief means of disseminating food and nutrition information, other methods have been used and will be further developed and strengthened. Some of these are the operation of Red Cross Food and Nutrition Information Centers staffed by Volunteer Nutrition Aides and Nutrition Instructors, a Junior Red Cross nutrition poster project, and the offering of advisory services and educational nutrition exhibits to Red Cross Home Service departments which reach increasing numbers of service men's families. Other methods are being developed and tested. Additional nutrition aides will be trained to assist in Red Cross Food Preservation Centers as well as with food preservation activities of other agencies.

The presentation of a Red Cross radio series "Food for All" will begin in April. In this transcribed radio series outstanding leaders in the field of nutrition, science and government bring a message to the homemakers of America. The series will be broadcast in various places at various times and will be used to stimulate interest in Red Cross nutrition classes. The American Institute of Baking, out of its desire to do something for the war effort, generously donated the funds to cover the expense of the radio series.

During the next three months, continued emphasis will be placed on the use of the Victory Food Specials and other locally abundant foods and on home food preservation and conservation.

Revised editions of the Food and Nutrition pamphlet and the Instructor's Outline for the Red Cross 20-hour Standard Nutrition Course are in preparation.

Office of Materials & Facilities, WFA

Farm Machinery and Supplies Branch (U. P. Driggs): Manufacturing schedules for pressure canners have already been completed under the approved 1944 program. Approximately 400,000 aluminum pressure canners will be produced and distribution will be made through normal commercial channels without benefit of rationing. The manufacturers have agreed that distribution patterns will be established which will assure that supplies of pressure canners will be available as growing seasons materialize. Generally, the distribution channel will be from the North to the South. In fact, by the end of April, it is anticipated that an approximate 35,000 pressure canners will have been shipped into the South in time for the canning season in that area.

In the case of water bath canners, it is believed that manufacturers will follow previously established distribution patterns and trade channels and it is expected that these will be generally available in most States about April 15.

Hand operated can sealers are already being manufactured and will be distributed through local hardware stores and similar dealers.

*Personal
File Copy*

Containers and Packaging Branch (R. A. Pelen): The present outlook on home canning containers for 1944 may be summarized as follows:

Tin Cans -- Under War Production Board Order M-81 there are no restrictions on the use of tin cans for home canning. Persons owning or having access to can sealing machines should be able to obtain sufficient cans.

Glass Jars -- Last year almost 4,000,000 gross (576,000,000 jars) of new home canning jars were made, and it is anticipated that the 1944 production may approach this figure. The use of many jars for commercially packed foods such as those used for coffee, salad dressing, etc., suitable for reuse in home canning, will add to the total number of jars available. Unless the 1944 home canning program is substantially increased over present estimates, there should be an ample supply of home canning jars.

Home Canning Jar Seals -- According to present estimates, a total of approximately 40,000,000 gross (5,760,000,000 seals) of new and replacement home canning jar seals will be made for the 1944 home canning season. The same types of seals will be made this year as were made in 1943. In addition, an expanded production of "63" size metal lids for use on commercial jars is planned. Under War Production Board Order L-103-b a limited production of zinc Mason Jar P/L caps will be permitted. The production of replacement top seal metal lids for wide mouth home canning already in existence is also authorized.

Some trouble was encountered with jar rings in 1943 imparting off-flavors to certain products. The manufacturers are making every effort to eliminate this difficulty, but they are handicapped by the types of rubber that are available for jar ring manufacture. In order to eliminate or reduce the tendency of jar rings to cause off-flavors, it is recommended that they be boiled for ten minutes in water or in water and baking soda (allow one quart of water and one tablespoon of baking soda to each dozen rings) prior to use.

Extension Service, WFA (H. L. Wilson):

Rev. Allen

In the next 3 months the Extension Service will stress the importance of growing more food for home use and urge increasing home and community food preservation. Extra staff members will be available because of a special allotment made by the War Food Administration.

Here is a list of activities -- Victory garden planning and planting to provide the maximum contribution to fresh food needs - canned, frozen, brined and those to be stored. Food production covering eggs, chickens, milk, rabbits, garden vegetables and fruits. Participation through county and other committees in planning for home and community food preservation activities and school lunch budgets, State and regional food preservation institutes for Extension personnel and interested cooperating agencies on methods and including spoilage clinics and emphasizing teaching points on wartime containers, closures, rubbers and pressure canners. Workshops for emergency agents who will serve counties and some cities, and intensify 4-H food plans. Training of local leaders, 4-H club leaders and neighborhood leaders to teach techniques and attitudes. Checking and reconditioning pressure cookers and gauges.

U. S. Public Health Service (Dr. W. H. Sebrell):

Nutrition Work in Public Health Programs -- At a meeting of the State and Provincial Health Authorities of North America on March 2, a panel was held on "Public Health Problems in Nutrition." From the discussions brought out by the panel, it is evident that many of the health officers feel that nutrition is one of their important health problems and that during the next few months, emphasis will be placed on strengthening, expanding, and intensifying their nutrition services.

Public health workers are recognizing the inter-relationship and interdependence of agriculture, education, and public health in the field of nutrition, and a greater number of nutrition projects are being developed in cooperation with these agencies. Public Health Departments and their personnel in the States are participating actively in the work and programs of the nutrition committees.

In general, within its own field, public health work in nutrition is being directed more and more toward the study of the nutritional status of population groups. Public health agencies are beginning to do more intensive work in collection, correlation, study, and interpretation of data concerning malnutrition. They are attempting to learn the types, extent, severity, and distribution of malnutrition. With more extensive information in this regard, public health departments will be better able to collaborate with agencies working on other aspects of the nutrition problem.

Children's Bureau, U. S. Department of Labor (Helen Stacey):

The Children's Bureau through consultation service by staff members of all divisions and in publications, exhibits, and the like, will continue to stress the fact that nutrition should be given primary consideration in any program designed to safeguard the health of children of all ages whether they be in their own homes, at school, at work, or in institutions. As in the past the medical and nutrition staff will give counsel on the special needs of women during pregnancy and lactation and children of all ages to those Federal agencies charged with allocation of food supplies, material, equipment, and the like, in this period of wartime shortages and restrictions. Revised editions of two popular publications dealing with nutrition and a new edition of another publication containing a section on food are now in preparation.

During the coming quarter the two nutritionists of the Children's Bureau, both directly and through medical and nursing consultants, will counsel with State health agencies including Puerto Rico on strengthening and extending the nutrition aspects of their services to mothers and children through Federal grants-in-aid in accordance with provisions of the Social Security Act. Special emphasis will be placed on the services that nutritionists can give in connection with the Emergency Maternity and Infant Care Program whereby through funds especially appropriated by Congress medical, nursing and hospital care is provided for wives of enlisted men throughout pregnancy, at child birth, and for six weeks thereafter and for infants during the first year of life. State health agencies will be encouraged to seek the advice of nutritionists on problems connected with providing an adequate dietary not only in maternity homes and hospitals approved for such patients but also in all child-caring institutions, non-official as well as official.

Office of Price Administration (Walter F. Straub):

The Food Rationing Division of the Office of Price Administration continues to follow its original philosophy of dividing as equitably as possible all the food allocated to it for civilian consumption by the War Food Administration. Conditions in each of the rationed commodities can change radically in a matter of a few days, necessitating monthly revisions of our point charts.

This is particularly true in meats, dairy products, and sugar.

For the present, the meat outlook is rather cheerful. This is evidenced by the fact that the April chart of point values shows pork and beef remaining at the lower March level. Lard remains point free for the time being. However, all of these changes have been due in part to a shortage of suitable storage facilities which could well be used to provide against an almost inevitable future tightening of meat supplies.

At the present time our chief worry is over the matter of sugar. Receipt of much of the sugar needed to supply our barest essentials is dependent upon Caribbean shipping facilities and bottoms are at a premium at the present time.

An expected increase in the 1944 pack will be largely offset by greatly increased demands of our Armed Forces for processed foods. With this in mind, OPA is doing all in its power to promote victory gardens and home canning. For the second quarter, however, there should be little change in the processed food supplies over the first quarter.

Farm Security Administration (Frances Hunt):

Farm Security Administration workers will continue to assist farm families on the FSA program to produce and conserve as much as possible of their basic food supplies, as well as to produce for market.

Emphasis will be on adequate gardens; use of early fruits and vegetables in family meals; making out home canning budgets, obtaining equipment, and getting started on canning; and arranging for storage places for the foods that will be produced later in the season.

In working with families who are new on the FSA program this year, the supervisors will give special attention to complete planning of the year's food supply to meet individual needs and good nutrition standards. The canning budget is written out in terms of quarts of tomatoes, green and yellow vegetables, other vegetables, fruit and meat.

Families are assisted to take inventory of their resources and to arrange for items that may be needed, such as fencing, tools, seeds, jars, kettles and pressure cookers. They often buy these items at reduced cost by pooling their orders.

Family seed-packets are again being used. These are made up according to recommendations of the State agricultural colleges to include the kinds and amounts of seed for a year-round supply of vegetables.

Office of Civilian Defense (Molly Flynn):

Under most State laws as well as in county and municipal ordinances, Defense Councils are charged with the responsibility of coordinating health, welfare, recreation, transportation, education and other programs and for over-all planning to meet problems related to the war.

Today, every State has a Defense Council. Local Defense Councils exist in 2,799 of the country's 3,000 counties and in 8,687 towns and municipalities. A large proportion have undertaken a broad planning responsibility and are pulling together the many programs and services under a community planning body known by a number of different names, most common of which is the War Services Board. These Boards are invariably tied to local government, sometimes reporting directly to the city council, more often responsible through the Defense Council which directs both the Board and the Defense Corps.

Community organization for war services has become the heart of the home front offensive effort. Magnificent jobs have been accomplished in hundreds of communities dealing with problems of sanitation, housing, transportation, recreation for servicemen, war workers and children, nutrition and other food programs and many additional fields.

During the next three months Defense Councils in accord with the Food Information Council's plan will concentrate on Victory Garden programs, Crop Corps recruitment and plans for home food preservation and conservation. Particular emphasis will be on community-type gardens in urban areas and community canning centers.

Bureau of Human Nutrition and Home Economics (Ruth Van Deman):

Home food preservation notes:

Copies will soon be available of the revised 5-page fact sheet on the home food preservation program. Topics covered include 1944 goal and needs; garden planning for home food preservation; National Conference recommendations; equipment outlook; community food preservation centers; sugar for canning; how-to-do-it publications; motion picture.

Popular bulletin, Home Canning of Fruits and Vegetables, AWI-93, is in press. Available early in May, we hope. It features the 3 picture sequences used in our canning charts last year...showing step-by-step canning of fruits and tomatoes in boiling water bath, and snap beans in pressure canner, each with a different type of jar. One page devoted to directions and diagrams of the 5 main types of glass jars and lids.

A home canning manual for use of professional workers is being prepared, following up recommendations of the National Home Food Preservation Conference held at Chicago last January. For this canning season it is expected that a limited edition in mimeograph form will be available for teachers, home demonstration agents, and others giving instruction to home canners.

An "open letter" describing these home canning publications has been written to answer questions coming to us from many quarters.

Pickle and Relish Recipes, AWI printed folder, is in preparation, should be available about June 15. Includes directions for brining beans, and making sauerkraut by crock method and in glass jars.

Home-built Electric Dehydrator, AWI printed publication, is in press. Available about June 1.

The following publications relating to home food preservation may be had free from Office of Information, U.S. Department of Agriculture for 1944 season:

Take Care of Pressure Canners. AWI-65. (Issued 1943).

Oven Drying. AWI-59. (Issued 1943).

How to Prepare Vegetables and Fruits for Freezing. (In preparation available early summer. A revision of AWI-63, Preparing Home-Grown Vegetables and Fruits for Freezing.)

Preservation of Vegetables by Salting or Brining. Farmers' Bulletin 1932. (Being revised, no date set for new edition).

Home Storage of Vegetables and Fruits. Farmers' Bulletin 1939. (Issued 1943)

These picture charts may be bought from Superintendent of Documents, Washington 25, D. C.:

Home Canning Charts. Series of 20, showing large close-up views of step-by-step canning of fruits and tomatoes by boiling water bath, vegetables by pressure canner. Issued 1943, Price 50 cents a set.

BHN&HE food and nutrition publications;

Off the press since January 1944--
Potatoes in Popular Ways. AWI-85.

In Press as of March 31, 1944--
Home Canning of Fruits and Vegetables. AWI-93. (Copies available early in May.)

Cooking with Soya Flour and Grits. AWI-73, revised. (Copies available about April 30.)

Egg Dishes for Any Meal. AWI series. (Copies available about June 1.)

Principles of Nutrition and Nutritive Value of Food. Miscellaneous Publication. (Copies available about June 30.)

Family Food Consumption in the United States. Spring 1942. Miscellaneous Publication. (Copies available about August 30.)

Home-built Electric Dehydrator. AWI series. (Copies available about June 1.)

OFFICE OF DISTRIBUTION

Marketing Reports Division (Marvin M. Sandstrom):

Several campaigns are under way for the current quarter, all of which will be tied in closely with various phases of the over-all FFFF program. Major emphasis during this period, however, will be given to Marketing Abundant Foods (including the Victory Food Selections) and Food Conservation.

While there may be shortages of a few commodities in a few areas, seasonal overabundance of many products -- eggs, potatoes, carrots, beets, etc. -- promises to be the major distribution problem. The egg story will be told repeatedly on Farm and Home and Consumer Time network shows. This week's Radio Roundup on Food that goes to all women program directors carries an egg message from Administrator Jones. The Office of War Information has given radio priority to the egg campaign to all their offices. National dairy and poultry concerns in the Midwest are devoting full advertising the next few weeks to pushing eggs. Other food trade groups and advertising agencies also are cooperating.

It is unlikely that such full cooperation of disseminating agencies can be obtained in consumption drives on all abundant products. In a few cases the Victory Food Selection technique will be used on a national, regional, or area basis. In all cases, Fact Sheets will be made available to all those who can help in any way. The Crop Corps, victory gardens, and community and home canning themes will be emphasized along with the promotion on abundant foods.

The next 3 months are those in which we are asking schools from elementary grades through college to give attention to education and community projects on food conservation. This campaign will reach its height in June when the all out drive will include all national information media. In addition, several pamphlets will be available to aid in community efforts.

Though these two broad campaigns will receive major emphasis the next 3 months, there will be no let-up in our continuous education work on nutrition. The tie-up between the nutrition theme and the marketing of abundant foods will be used to the fullest extent possible.

Certain specialized drives also will be conducted such as to assist in efforts to increase the pack of Maine sardines and herring in the Northeast, more complete use of warehouse space, prompt handling of foods, container salvage, industrial feeding, etc.

Grain Products Branch, Soya Products Section, (Donald S. Payne):

Laboratory studies on proteins, being conducted by Dr. Paul Cannon of the University of Chicago, bear out and add to the earlier information showing dietary soya protein to have high nutritional qualities for young growing animals and a high biological value for the regeneration of blood plasma and tissue in undernourished animals. These studies should be completed during the next 3 months. Also we expect to complete a study to determine the extent of the nutritional need in the United States for low-cost high quality protein foods.

General retail distribution of family-sized packages of soya flour and grits through normal grocery channels has been achieved. The problem of immediate concern is to teach many more American housewives the economic, nutritional, and culinary advantages to be gained through consistent use of these products.

The solution of this problem should provide a normal turn-over of stocks of soya products on the grocery shelves, and a normal turn-over of stocks is necessary if we are to maintain the distribution initially achieved. Thus, emphasis during the next 3 months will be directed toward increasing the flow of informational and educational material to the housewife and will stress the nutritional quality of soya protein, the advantages to be gained, from a quality standpoint, in the use of soya flour in various types of baked goods, and the economic advantages to be gained by using soya products.

Substantial progress has been made during the past 3 months in the distribution of soya products to commercial food processors and institutions. These users are now supplying us with information on new ways to use soya products advantageously, and this information will be passed on to the housewife as rapidly as possible.

Civilian Food Requirements Branch (Norman Leon Gold):

School Lunch - Since 1935 the Department of Agriculture has had a school lunch program. Previous to 1943, foods were purchased directly by the Department and distributed to schools through State welfare agencies as a part of the agricultural surplus disposal program. Last year because warehousing and transportation facilities were at a premium and because national surpluses had disappeared, direct distribution on a large scale had to be discontinued. Consequently, a new plan had to be devised to provide government assistance for school lunches.

An appropriation of \$50,000,000 was made available to the War Food Administration for the year 1943-44 to assist local communities in securing food for school lunch programs. The amount of Federal assistance is based on the type and number of meals served.

Sponsors of school lunch programs who have entered into an agreement with the War Food Administration buy foods locally and submit their claims monthly for reimbursement. They are urged to buy foods which are in local abundance insofar as possible.

In addition WFA is donating commodities purchased under price support programs to both rural and urban areas for use in school lunch programs. Because of changes in war requirements some commodities such as evaporated milk, canned prunes and grapefruit juice have been purchased by the Government for distribution to schools. All of these donations of surplus foods are over and above the cash reimbursement to the schools for local purchases.

The program is administered in cooperation with the State departments of education and local school boards wherever possible. In a few States such as South Carolina, Georgia, Rhode Island and Utah, State departments of education have assumed a very active role in developing the program.

It is anticipated that during the present fiscal year the War Food Administration will spend between 40 and 45 million dollars for school lunch foods including reimbursement for local purchases and for direct distribution of certain commodities. More than 5 million children in 30,000 schools will benefit by receiving a lunch at school as a result of this expenditure of money. This program is not only a contribution to the health and welfare of the Nation's children but it is an integral part of our food production and distribution programs.

Food Preservation -- The regional offices are analyzing the survey forms on community canning centers, prepared jointly with the Extension Service and the Office of Education, to determine and segregate all factors which lend importance to the outlet program of channeling perishable food products through food preservation centers located where school lunch programs are in operation. Procedures are being completed to provide for small payments to canning centers processing these products purchased by the Office of Distribution and donated to schools and institutions. Arrangements will be made with those canneries able to process truckload or carload lots of fresh produce in areas where gluts in the market may develop. Consideration will also be given to the geographical grouping of small centers within a centralized area which might process a carload lot of any commodity.

A publication on the organization and operation of community canning centers has been completed and as soon as it is multilithed will be distributed to interested groups and agencies. A copy of the publications will be sent to each community canning center listed on the survey forms.

Food preservation specialists on the regional and Washington staffs will continue to assist in conducting workshop training conferences and in solving any problems that may arise in connection with community canning activities.

Industrial Feeding -- Progress is being made toward achieving the 1944 goal of the Industrial Feeding Program to assure adequate in-plant feeding for 5.5 million more workers.

Inter-Agency Committees on Food for Workers will be functioning not only on the national and regional level, but also on the State and area levels in the next quarter. Other developments that will be well under way are: (1) More active Participation of the WPA, MPB, OPA, WMC, USPHS, War Department, Navy Department, Maritime Commission, FWA and their field staffs; (2) The development of operational methods which will give more direct contact between the Washington staff and the State and area staffs; (3) A concentrated effort to expand necessary in-plant feeding in plants employing over 1,000 workers covering 75 percent of the employment in manufacturing industries; (4) Development of new channels for instituting nutrition education programs through Inter-Agency committees at all levels. Cooperation will be maintained between

the Nutrition Programs Branch which has responsibility for the community nutrition educational activities, and the Industrial Feeding Division, CFRB, which has the responsibility for the in-plant educational programs.

The Inter-Agency field committees will secure information about specific projects needed in their areas and, in cooperation with the responsible agencies, will develop the programs necessary to stimulate acceptance by labor and management. In addition, a national survey of industrial plants is being made to determine the scope of the problem in each area.

All technical advice, in-plant surveys requested by management and certification of need for construction of food facilities is the responsibility of the regional industrial feeding specialists. To meet the increasing demand for their services, the staff is being increased. A Training Conference is being held in Washington, April 24, 25 and 26 to adopt program standards, uniformity of operation, and to provide training and indoctrination for the industrial feeding specialists.

Status of Food Enrichment -- According to estimates based on available information about 65 percent of all white flour used in the United States is enriched either at the mill or in commercial bake-shops as a part of the bread-making process.

FDO 1 requires enrichment of all bakery white bread. Some additional bakery products are enriched on a voluntary basis. There is no Federal requirement to enrich any bakery products made in hotels, restaurants and other institutions, and at present none is anticipated.

It is estimated that about 75 percent of the family flour is enriched. A WFA order to require enrichment of all family flour has been considered, but has been indefinitely postponed.

As a routine practice enriched white flour is purchased for our military forces.

Six States, namely, Alabama, Kentucky, Louisiana, Mississippi, South Carolina and Texas have passed laws requiring enrichment of all white flour and white bread. The Mississippi law will be effective September 1, 1944; the Kentucky law six months after the war ends; the others are now effective.

Cereal breakfast food enrichment continues on a voluntary basis. Much of the farina is enriched. A high percentage of the nationally distributed ready-to eat breakfast foods are either whole grain or fortified.

Enrichment of corn meal and grits is progressing slowly. The two States that enacted laws requiring such enrichment have postponed the effective dates to February 1945.

Due primarily to the stimulative efforts of nutritionists, some corn millers are enriching.

Very little enrichment of rice is practiced, although in recent months members of the rice milling industry have shown considerable interest in the subject. A new Federal definition for unpolished rice may ease the problem of marketing of this grade of rice which has vitamin and mineral content intermediate between white rice and brown rice.

Fortification with vitamin A of practically all table margarine continues on a voluntary basis, as in the past.

There is no indication of a substantial change in the distribution of vitamin D milk.

Nutrition Programs Branch (M. L. Wilson):

The Nutrition Programs Branch during the months of April, May, and June will, in the monthly News Letter and in other materials transmitted to the State and local nutrition committee chairmen, feature the "Program of the month" of the Food Fights For Freedom food calendar. The Branch will continue to prepare special bulletins and other material calling attention to food abundances and to encourage State and local nutrition committees to take active leadership in programs on the use of abundances.

The Field Consultants will be in the Washington office during the month of April for staff planning conferences as well as consultation with staff members of other agencies. In this period it is planned to formulate, with the assistance of a small committee of State nutrition committee chairmen, a handbook which will incorporate recommendations and procedures drawn from the reports of the regional conferences of State chairmen held during the last quarter. Upon returning to the field the Consultants will concentrate on direct work with the Chairmen and the Executive Secretaries of the State nutrition committees. Emphasis will be placed on the extension and improvement of local nutrition programs and on ways and means of reaching the housewife with wartime food and nutrition information. Activities will include plans for 'workshops' where local chairmen will be offered an opportunity to receive in-service training in connection with these objectives.

The Nutrition Planning Committee is formulating suggestions for the special nutrition campaign scheduled for September in the FFFF program and is also reviewing suggestions made at the recent regional conferences by the State nutrition committee chairmen for campaign material and the use of media. All of these suggestions will be turned over to the committee in charge of campaigns for WFA and OWI.

With regard to activities in special fields, State and local nutrition committees and other agencies and organizations have been calling upon State and local health departments to show how people in their localities are affected by malnutrition. This is being done through the medium of "nutri

tion clinic demonstrations." The Branch is assisting in these demonstrations which have been held in a number of States and cities. During the month of April, six such clinics will be held in various parts of Arkansas and during May three additional clinics will be held in Mississippi. In examining patients to be presented at nutrition clinic demonstrations in various parts of the country, pictures are being made of some of the patients who show signs of certain deficiencies. In this way a slide series is gradually being built up and will be made available on a loan basis to State and local health departments. In the medical field, requests for consultation from a number of State, district, and county health departments, and for holding discussions on nutrition at State Medical and Dental societies will be met by staff members of the Branch.

In the field of labor education special programs in which the Branch has cooperated which are underway for the next three months are (1) Victory Recipe-Menu Contest sponsored by the American Federation of Labor and offering War Bonds as prizes for menus and recipes covering the Basic 7. Labor papers will carry information and articles on nutritional materials related to the contest, and special discussions have been arranged for union meetings; (2) the Railway Brotherhoods and United Mine Workers are initiating nutrition programs as part of their summer schedule for local union activity; (3) a special campaign for victory gardens sponsored by unions is being developed; (4) an exhibit on Food in War and Peace, sponsored by labor groups, is on tour to labor union centers and the Labor Committee on Nutrition Education is providing small photographic editions for wider distribution to local unions. A new exhibit, "Food of All Nations," is in preliminary preparation. Two pamphlets are in preparation by Union Labor Life Insurance Company, one on the packed lunch and the other on nutritional responsibilities of the housewife.

Other special activities are noted as follows: Work is being carried on cooperatively with the food and allied industries on their advertising plans for September -- suggesting to them various ways in which each of them can feature the Basic 7 food chart and the official symbol and slogan of the national wartime nutrition program in their advertising, their publications, and on the radio, and in other ways; contacts with national organizations are being made to encourage more active participation of their memberships in nutrition programs. Plans are being laid for a meeting to which the leaders of some 50 organizations will be invited in order that they may be given a close-up of the food situation and may discuss with WFA leaders practical ways in which their several groups may assist nutrition committees in getting the food story across to the community.

Office of Education (Edna P. Amidon):

The Office of Education is continuing to emphasize food and nutrition education calling attention to the current food problems through its various channels -- its bi-monthly publication, EDUCATION FOR VICTORY: through regular and special conferences; and through field work. The Office of Education Nutrition Committee, with representatives from agriculture, education, distri-

butive education, health education, home economics education, rural, elementary and Negro education, gives guidance to this program.

The Consumer Education Committee in the Office of Education emphasizes the consumer aspects of current food problems.

Joint consideration is being given to certain aspects of food and nutrition problems in all of the annual home economics and agriculture regional conferences this spring. A special conference is being called early in May at which representatives of distributive and home economics education in three Southern States are working together on plans for joint programs. Consideration will be given at this conference to food problems on which both services are working.

In the States, home economics education representatives in State and city departments of education are cooperating in State-wide home canning conferences and workshops. Many home economics departments in colleges and universities are giving refresher courses for food conservation for graduating students and for teachers from schools in the States.

Home economics supervisors in State departments of education and home economics teachers are cooperating with vocational agriculture representatives in State conferences on the operation of community canning centers as a part of the Food Production War Training Program. It is expected there will be approximately 4,000 of these canneries in operation this summer. As preparation for these State conferences, the Office of Education has sponsored intra-state workshops throughout the country.

Committee on Food Habits, NRC (Margaret Mead):

The Committee on Food Habits has just issued an extensive memorandum on "Some Food Patterns of Negroes in the U.S.A. and Their Relation to Wartime Problems of Food and Nutrition." This is now available for distribution to agency staff and professional people. The minutes of a special meeting of the Committee which dealt with the relationship between appetite and nutrition will also be available. A recent study on attitudes toward point rationing which reveals the lack of comprehension of the purpose of rationing and of the differences between point and commodity rationing has just been completed and copies are now available. Two types of material on European food patterns which can be used in urban areas in the United States are under preparation, a summary in chart and condensed form, and a detailed account of a successful community use of foreign food patterns to increase knowledge of nutrition and interest in the food program. A housing project study is being made to consider how much neighborhood pressure is available to produce changes in dietary patterns. A study should be completed early in May dealing with what types of nutrition information people feel are needed and still not available. Observations recently made at Willow Run suggest that severe nutritional confusion may result from the practice of dairy companies of distributing synthetic citrus drinks which inexperienced mothers are substituting for milk in their children's diets.